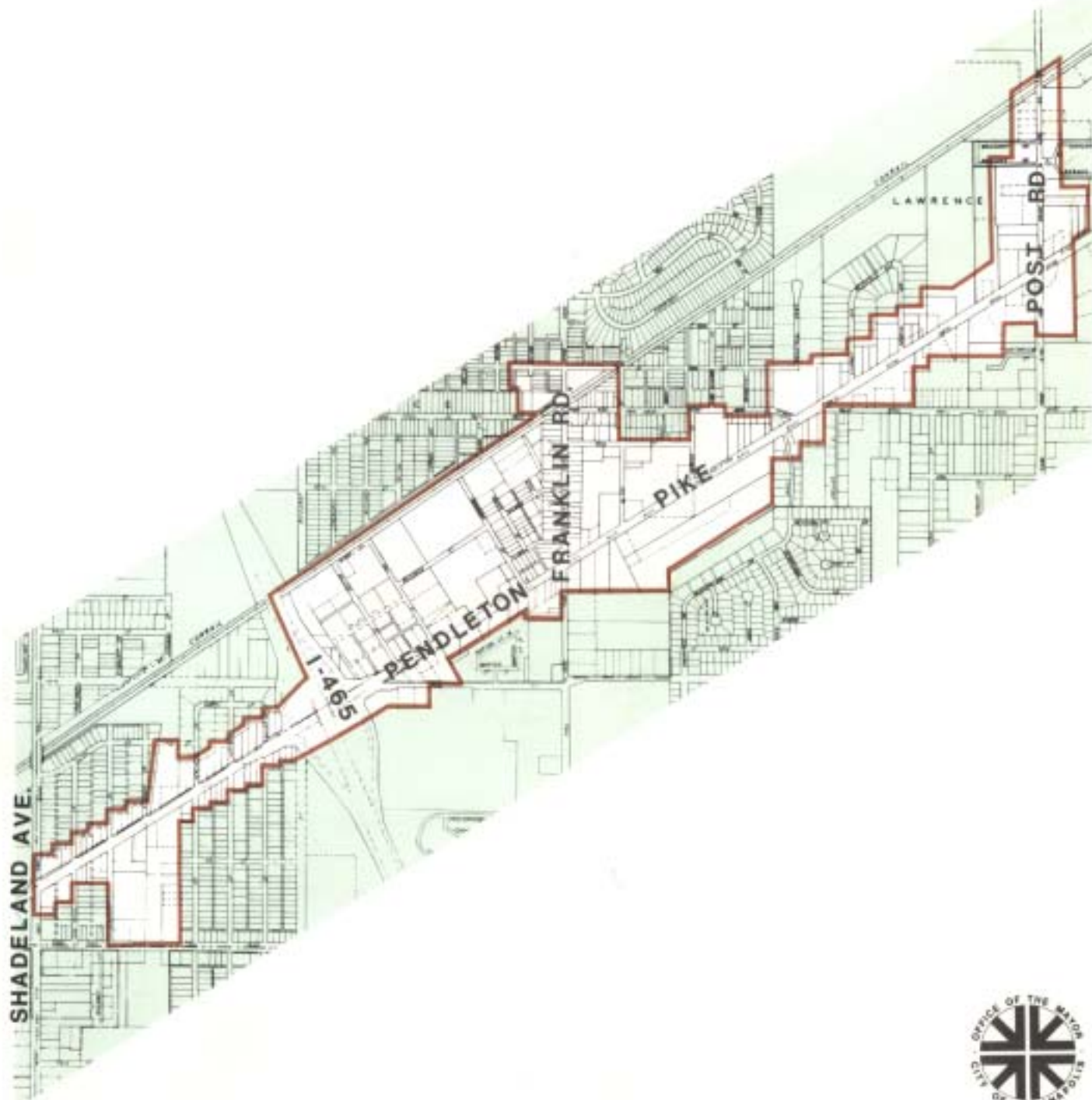

PENDLETON PIKE CORRIDOR PLAN



PENDLETON PIKE CORRIDOR PLAN

UPP 770

Prepared by:

DEPARTMENT OF METROPOLITAN DEVELOPMENT

DIVISION OF PLANNING

Indianapolis-Marion County, Indiana

April, 1987

**The preparation of this map was financed in part
by a Community Development Block Grant**

PURPOSE

The primary boundaries of the Pendleton Pike Corridor Plan are Pendleton Pike from Shadeland Avenue to Post Road and all properties which front on this thoroughfare. However, the industrial area north of Pendleton Pike from I-465 to Franklin Road, along with Franklin Road from Pendleton Pike to 47th Street, and Post Road from Pendleton Pike to the entrance of Fort Benjamin Harrison are all included in the study area. Commercial development dominates the three thoroughfares (Pendleton Pike, Franklin Road and Post Road), as they occupy the study area.

Commercial disinvestment in conjunction with a deterioration in physical appearance of the area have necessitated a plan to both promote and direct investment, development and even continued involvement by merchants currently operating within the study area.

The plan explains the changes which the corridor has undergone both in development and growth. The plan then presents the existing conditions of the study area, detailing its assets and liabilities. Next, goals and objectives are introduced to foster economic and aesthetic improvements. Finally, a detailed approach to recommendations for specific improvements is presented to enhance and possibly direct private investment.

Once the plan is adopted by the Metropolitan Development Commission, it will act as a guide for policy direction with respect to growth and development within the study area. The adopted plan will help ensure that investment in the study area occurs in a comprehensive manner.



PENDLETON PIKE CORRIDOR PLAN

Map 1 / Location Map

The preparation of this map
was financed in part by a
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April 1987
Department of Metropolitan Development
Division of Planning
Indianapolis-Marion County, Indiana

PENDLETON PIKE CORRIDOR PLAN

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PENDLETON PIKE CORRIDOR PLAN

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PENDLETON PIKE CORRIDOR PLAN

EXECUTIVE SUMMARY

The Pendleton Pike Corridor Plan is a detailed analysis and plan for the Pendleton Pike Corridor from Shadeland Avenue to Post Road. Franklin Road from Pendleton Pike to 47th Street and Post Road from Pendleton Pike to Fort Harrison are included in the corridor plan. The plan represents a cooperative effort between the Division of Planning staff, the City of Lawrence, representatives of the Pendleton Pike Planning Committee and representatives of the area and its businesses. These groups have worked together to develop a strategy for growth and development of this corridor.

I. Use of the Plan

The Pendleton Pike Corridor Plan will provide a basis for both public and private investment decisions. The plan will serve as a primary basis in preparing staff comments in rezoning and variances cases and for making decisions about capital improvements.

Although the plan serves as a guide, actual implementation will depend on joint public/private action and, in some instances, private action alone.

The implementation strategies outlined in the plan stress a continued long-term commitment to the area. In addition, the plan does not merely outline what the City will be doing to aid the Pendleton Pike corridor but what all involved groups will need to do together in order to implement the plan. Long-term commitment and effort from businesses, area residents and private sector interests, as well as the City of Indianapolis and the City of Lawrence is essential.

II. Scope of the Plan

The Pendleton Pike Corridor Plan analyzes the key components of the corridor and their interrelationships. Commercial uses, transportation and public safety (among other components) contribute to the functional and visible aspects of this corridor. In order to properly plan for the future of the Pendleton Pike Corridor, the interaction of all major elements must be taken into consideration.

Five questions were used to define the scope of the plan. These questions relate to the past, present and future of the area:

1. How did the corridor develop and change?
2. What is the current physical status of the corridor?
3. What are the corridor's assets and liabilities?
4. What are the goals for the future of the corridor?
5. What actions can be taken to attain these goals?

These questions provided the framework for the plan's research and recommendations.

III. Aspects of the Plan

The study is divided into:

1. Research and Analysis - This section forms the basis for the recommendations of the plan.
 - Provided information on:
 - . History and development of Pendleton Pike
 - . Existing Conditions
 - . Assets and Liabilities
 - Outlines:
 - . Goals and Objectives
2. Action Plan - This section develops tools to guide corridor development and plan implementation.
 - Utilizes a set of overall corridor recommendations to develop:
 - . Land Use Plan
 - . Zoning Plan
 - . Specific Site/Design Recommendations
 - . Tax Abatement Plan
3. Design Standards - This section details both the architectural and streetscape site/design components which are acceptable given the existing condition of the corridor.

IV. Major Plan Recommendations

The following segments of the plan outline major area recommendations:

1. Statement of Goals and Objectives

Goals are:

A. Commercial

Goal A

To increase the economic vitality of commercial uses by working to provide adequate incentives and guides for the maintenance and improvement of commercial establishments.

Goal B

To down zone C-5 parcels between Franklin Road and Post Road to a C-4 Zoning classification. This reduction in classification could alleviate the current proliferation of uses requiring large amounts of outdoor storage and/or display.

B. Transportation

Goal:

To provide a coherent pedestrian and vehicular transportation system which services the entire corridor.

C. Public Safety

Goal:

To develop a safe, secure corridor which fosters growth and development.

D. Appearance

Goal:

To increase the level of involvement of businesses enhancing the physical aspects of the Pendleton Pike Corridor. Organization of the corridor's business community could enhance their ability to suggest aesthetic improvements needing attention by other merchants.

E. Industrial

Goal:

To enhance the quality of acceptable light industrial uses which will not conflict with commercial aspects of the corridor.

F. Zoning

Goal:

To provide a coherent development of the corridor which stresses proper zoning classifications to assist commercial growth, while still protecting, and enhancing positive aesthetic improvements.

2. Specific Recommendations/Actions

A. Corridor

Support and encourage the formation of a larger and stronger merchants/business organization to address issues of common interest in the corridor.

B. Land Use Plan

The land use plan for the Pendleton Pike Corridor Plan is designated as a detailed update of the Comprehensive Plan for Marion County as it addresses this corridor. The land use plan updates the Comprehensive Plan and recommends some variations from it which address specific concerns.

The following major objectives are addressed by the plan:

1. Enhancement and unification of commercial uses on Pendleton Pike, Franklin Road to 46th Street and Post Road to Fort Harrison.
2. Deemphasize C-5 uses on Pendleton Pike from Franklin Road to Post Road, concentrating C-5 uses on Pendleton Pike from I-465 to Franklin Road.
3. Development of industrial uses between Bragdon Street and properties bordering Franklin Road.
4. Development and enhancement of retail and professional service uses on Franklin Road from Pendleton Pike to 46th Street. Deemphasizing residential uses along here.
5. Deemphasize C-5 uses and industrial uses along Post Road from 4800 block, south of Pendleton Pike, to Fort Harrison.
6. The land use policy provides stronger boundaries between commercial and industrial uses by concentrating heavier commercial uses near industrial uses.

C. Zoning Plan

The plan blends development objectives, land use plan, and zoning into three interrelated segments of the overall plan. The following are general recommendations for zoning changes, based upon proposed land use and upon the desire to solve present conflicts. The zoning plan is designated to accomplish the following:

Goal: Match land use decisions with appropriate zoning classifications.

1. Properly zone various properties whose use, although appropriate, is not matched by an accompanying appropriate zoning classification.
2. Continue current (1986) zoning with respect to I3U zoned areas north of Pendleton Pike and between Sellers Street and Franklin Road.
3. Downzone all C-5 properties on Pendleton Pike between Franklin Road and Post Road as well as Post Road northward to Fort Harrison to a C-4 or even less intense classification.

4. Deemphasize I2S zoning directly along the west side of Post Road near the Fort Harrison entrance.
5. Downzone all properties currently zoned C-5 and I2U in the area bounded by Franklin, 45th, McCoy and the Conrail Railroad line to a C-4 classification.
6. Downzone land zoned I3U bounded by Sellers Street, Allen Street, Conrail Railroad and I-465 (being the majority vacant) to an I2U classification.

PART ONE

RESEARCH AND ANALYSIS

The first section of this "Research and Analysis" is a brief historical summary describing how Pendleton Pike evolved into the heavy commercial corridor which it is today.

The second section details the existing conditions of the corridor including land use, building conditions, transportation, crime and demographics.

Next, a proximity study for selected commercial uses is presented to illustrate whether the market would be likely to support another similar use in the area.

Another section is a summary of the Pendleton Pike Business Survey Results. A survey was mailed to businesses along Pendleton Pike and the results give a clear view of the concerns and desires of the area merchants and business people.

The fifth section illustrates the projected functional classifications for the roads in the study area for the near future. This section also projects traffic counts for the year 2005.

The last two sections of the Research and Analysis details the corridor's assets and liabilities then presents a generalization of goals and objectives for the improvement of Pendleton Pike.

HISTORICAL SUMMARY OF PENDLETON PIKE

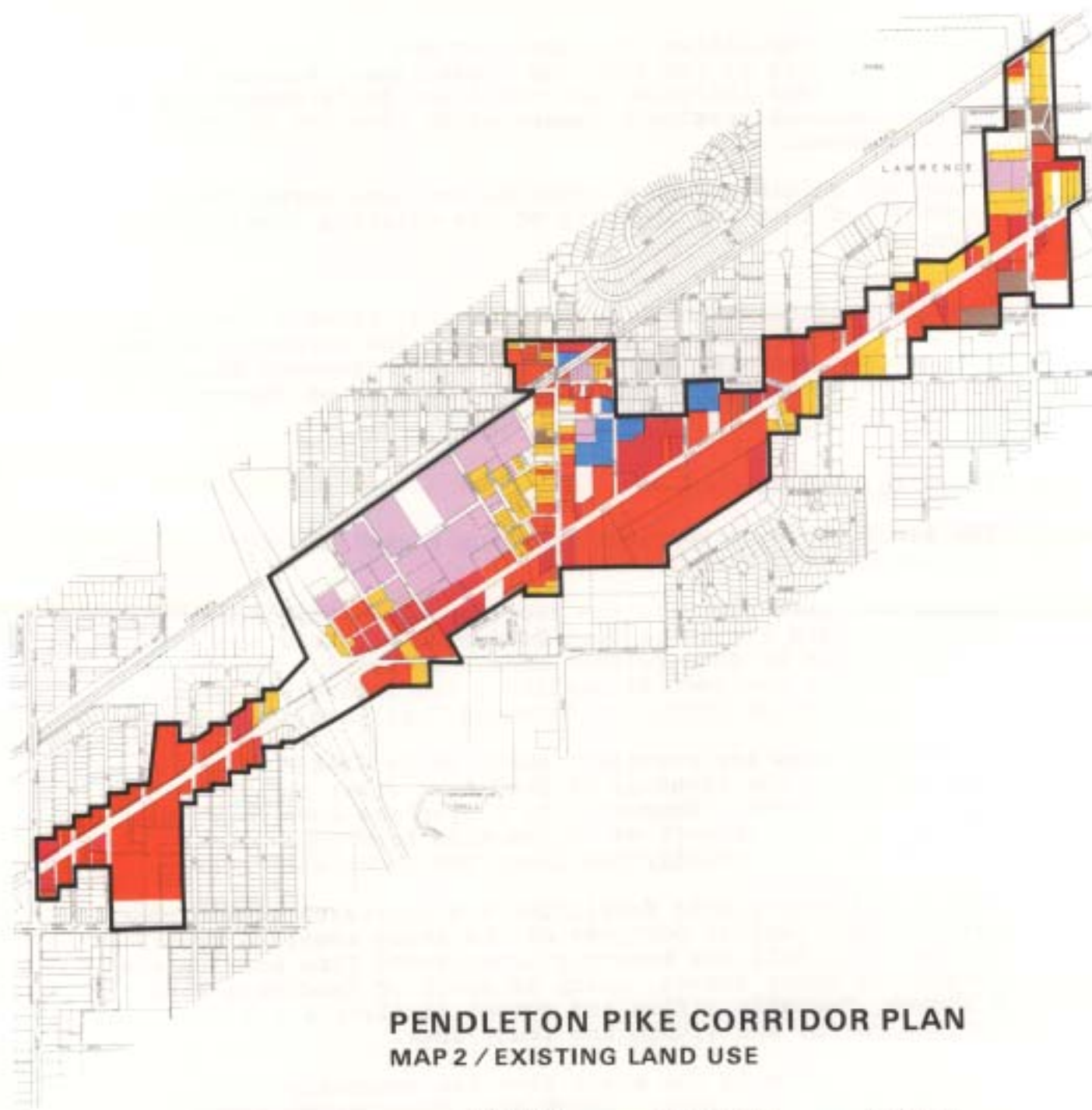
Originally a trail used by American Indians, Pendleton Pike was a path linking an area where the City of Anderson is now located with an area where the City of Indianapolis is now located. During the winter of 1825-26, the settlers cut Pendleton Pike out of the wilderness.

By the 1880's Pendleton Pike was gravel with a few widely scattered farms and homes. Even as late as 1924, this still gravel road experienced very little development. Development which did exist in the 1920's located at the intersection of Pendleton Pike and 42nd Street and the intersection of Pendleton Pike and Franklin Road.

Franklin Road during the 1920's became the primary southern entrance to the City of Lawrence. By 1930 Pendleton Pike was paved with a concrete material. However, Shadeland Avenue and Post Road were still composed of a gravel material with an oil covering. The 1930's also saw some development on the north side of Pendleton Pike between Shadeland Avenue and 42nd Street. The south side of Pendleton Pike gained a few scattered developments between Shadeland Avenue and Franklin Road.

While Shadeland Avenue and Post Road were gravel and oil and Pendleton Pike was concrete, Franklin Road was in much poorer condition being gravel at best. By the 1940's residential structures began to be developed on the south side of Pendleton Pike from Shadeland Avenue to Richardt Street. During the 1950's Pendleton Pike from Hull Street to Post Road was located within the City of Lawrence. By the 1960's Pendleton Pike from Shadeland Avenue to German Church Road was included in the Lawrence city limits. Today Lawrence includes Pendleton Pike from Shadeland Avenue to the county line.

Approximately 20 percent of the commercial buildings located on Pendleton Pike between Shadeland Avenue and Post Road are over 30 years old. The vast majority (approximately 60%) of the commercial buildings are between 10 and 30 years old. Hence, only a few are less than 10 years of age.



PENDLETON PIKE CORRIDOR PLAN MAP 2 / EXISTING LAND USE

RESIDENTIAL		COMMERCIAL	INDUSTRIAL
	Single Family	 Office/Retail	 Light
	Multi-Family	 Auto Related	 PUBLIC/SEMI-PUBLIC
			 VACANT

EXISTING CONDITIONS

The assets and liabilities of a corridor can be determined through an analysis of its existing conditions. Without an Existing Conditions Analysis, one could not fully understand and could even overlook prominent issues which face the corridor and must be addressed.

The views and opinions from a detailed business survey have also been integrated into the analysis of the existing conditions of the corridor.

An Existing Conditions Analysis is included, after a review of the historic development of the corridor. The current condition of the corridor and area acts as a point of reference from which a plan can be designed for the specific purpose of improving that condition.

1. Existing Land Use:

The Pendleton Pike corridor contains a vast and diverse mixture of land uses.

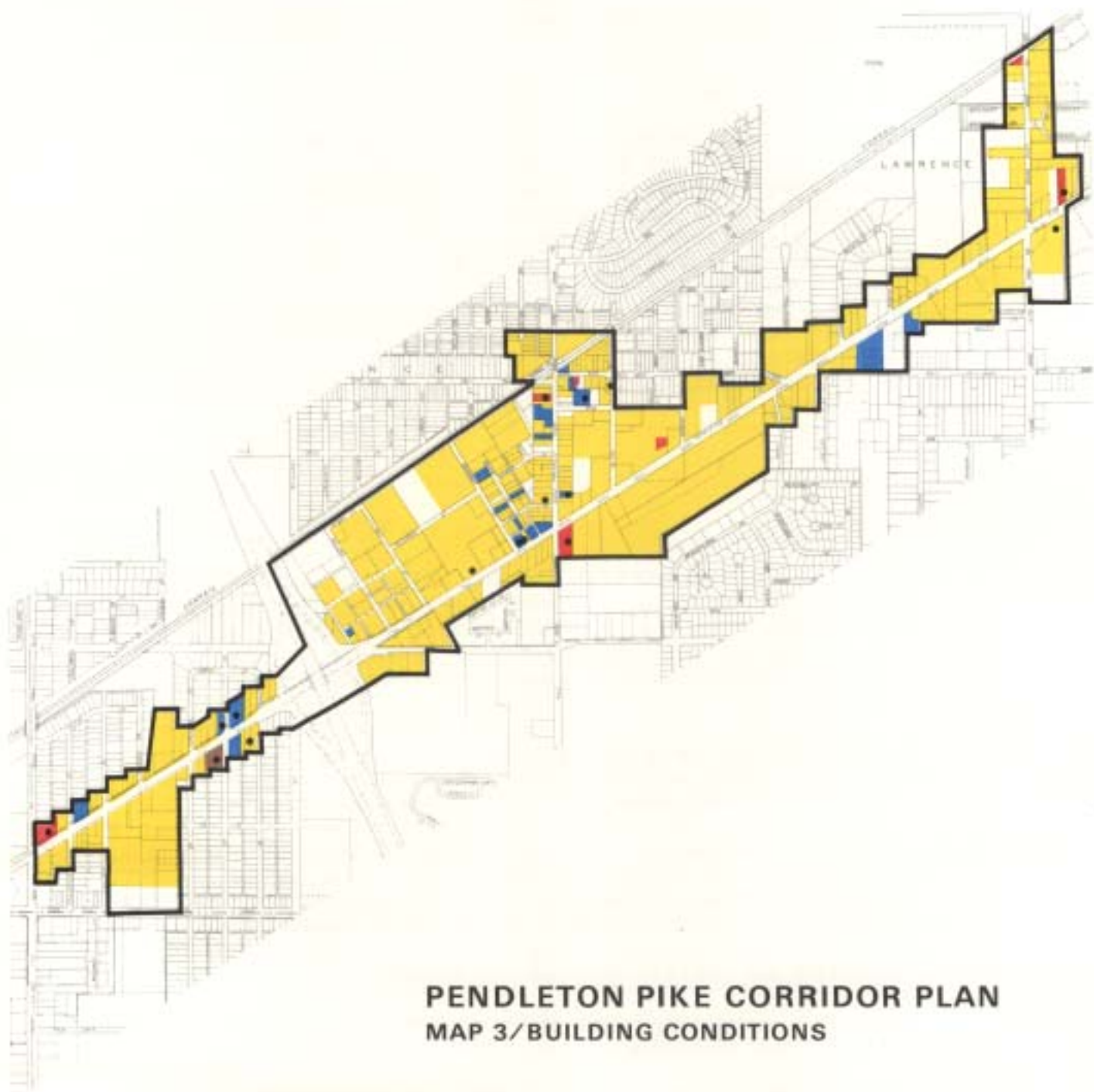
Commercial uses dominate the frontage along Pendleton Pike from Shadeland Avenue to Post Road with a fairly high concentration of auto-related uses. However, a few single-family residential dwellings are intermixed between the 8400 block of Pendleton Pike and Post Road (9000 block).

Industrial uses are prevalent north of Pendleton Pike (except along the frontage of Pendleton Pike) between I-465 and Franklin Road. However, the properties east of Bragdon Street to those properties on Franklin Road represent a mixture of single-family dwellings and industrial uses.

Public and semi-public facilities are scattered within the northern and central portions of the study area. A post office, city hall and recently constructed fire station are located on McCoy Street, which is north of Pendleton Pike. A church, township office and school facility are also located nearby and within the study area.

Residential uses in the study area are generally single-family dwellings. These are interspersed along Pendleton Pike primarily from the 8400 block eastward to the end of the study area. However, some are located along Franklin Road, east of Bragdon Street, and some along Post Road to the entrance of Fort Harrison.

Parking in the form of surface lots exists throughout the corridor with proximity near the commercial structures.



PENDLETON PIKE CORRIDOR PLAN MAP 3/BUILDING CONDITIONS

- | | |
|--|--|
| Sound Condition | Major Deterioration |
| Minor Deterioration | Substandard |
| | Vacant Building |

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Concentrations of parking are at K-Mart at the 7200 block, Esquire Plaza at the 8200 block, and 8900 Shopping Plaza at the 8900 block (all on Pendleton Pike).

2. Building Conditions:

The majority of buildings in the study area are in sound condition. However, of the 140 commercial buildings, 19 show some deterioration being either minor deterioration, major deterioration, or substandard condition. Of the 59 single-family residential structures, 10 are not in sound condition (about 17 percent). Fifteen commercial buildings are vacant. Consequently, about 11 percent is the current vacancy rate for commercial structures in this study area. The 7300 and 7400 blocks of Pendleton Pike represent a specific location of five vacant commercial structures. Another problem area is the north side at the 7900 block of Pendleton Pike.

3. Transportation:

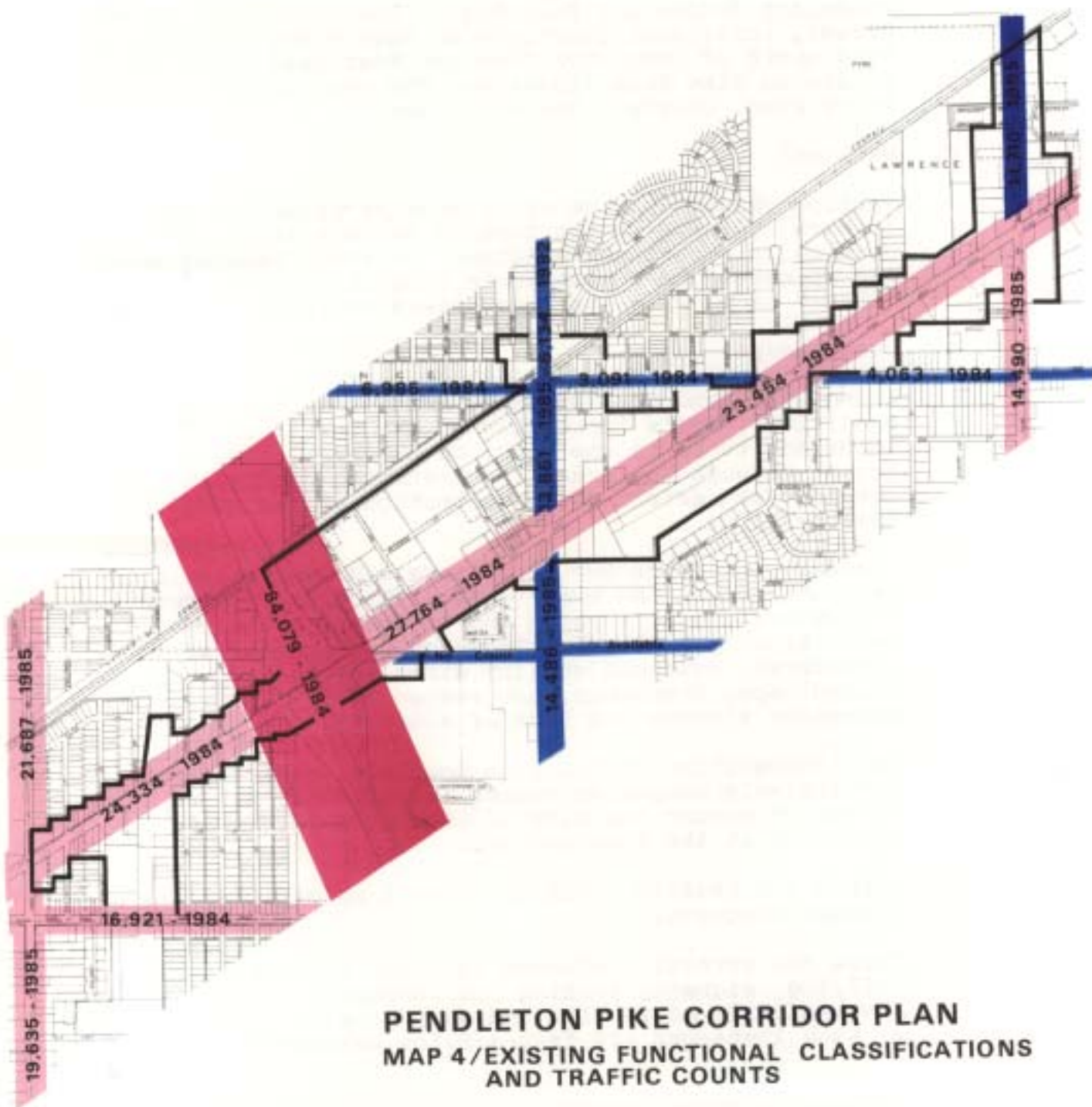
A. Streets:

Vehicular transportation access within, to, and out of the area is quite good. East-west movement in or through the area can be achieved on Pendleton Pike, 38th, 42nd, or 46th street. North-south movement can be achieved on Shadeland Avenue, Franklin Road, Post Road or I-465.

Pendleton Pike is a primary arterial from 38th Street eastward to the county line. Shadeland Avenue, 38th Street, and Post Road south of Pendleton Pike are all primary arterials. Post Road north of Pendleton Pike is a secondary arterial. Franklin Road, 42nd Street, and 46th Street are collector arterials. Meanwhile, I-465 is classified as a freeway. One important note is that I-465 has a higher traffic count as it passes through this area than in any other part of Marion County, according to traffic counts recorded in 1984.

There are numerous lower volume streets connecting with the corridor throughout the study area.

Bus service in the corridor area is less than adequate. In fact, no Metro Bus routes travel Pendleton Pike. The Fort Harrison route travels along Post Road. The Central and Post Road routes travel Franklin Road (south of 42nd Street) and 42nd Street (east of Franklin Road).



 Freeway	 Secondary Arterial
 Primary Arterial	 Collector

B. Sidewalks:

Pendleton Pike is completely void of sidewalks between Shadeland Avenue and Post Road. The 7200 block of 38th Street, individual locations on both sides of Franklin Road north of Pendleton Pike and Post Road south of Pendleton Pike have sidewalks. The vast majority of the study area, however, has no sidewalks.

C. Parking:

Parking throughout the study area is primarily provided by each business in the form of surface lots. On-street parking is almost non-existent, however, parking does not appear to be a problem in general. There is no "theme" as to where parking exists on specific parcels.

D. Streetscape:

Along with land use, building conditions and traffic conditions, one's impression of the corridor is important to those who work, do business, live near or travel through the area. The aesthetic condition of a corridor can affect one's perception of the quality of that corridor.

Visually, the corridor is a large mix with respect to land use (light and heavy commercial uses dispersed throughout), deteriorated and/or vacant buildings, aesthetically poor renovations or conversions of structures, overhead utility wires and their poles, unlandscaped frontages, unscreened outdoor storage, excessive signage and lack of sidewalks.

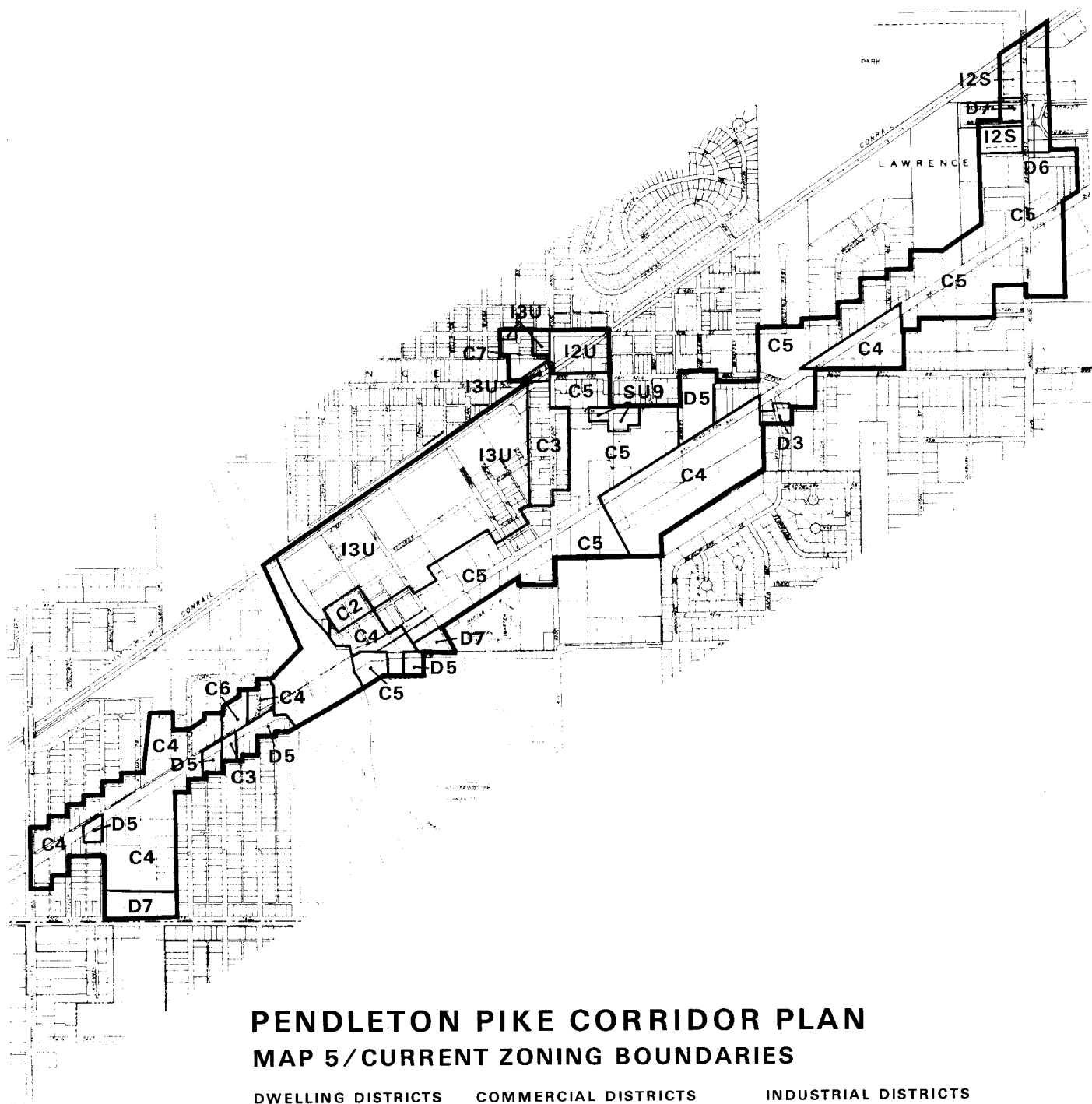
The intersection of Franklin Road and Pendleton Pike is particularly congested--which is partially due to the excessive number and size of curb cuts for businesses operating at the intersection.

Street and traffic lighting as well as official signage appears adequate.

There are several instances in which a business' building, signage, parking and landscaping are aesthetically attractive and appropriate. The majority of such instances are fast-service restaurants.

4. Summary of Crime Statistics:

Statistics have been provided by the Federal Bureau of Investigation. These statistics are provided for the entire City of Lawrence.



PENDLETON PIKE CORRIDOR PLAN **MAP 5/CURRENT ZONING BOUNDARIES**

DWELLING DISTRICTS
D3,D4,D5 Single and or
Two-Family
D6,D7 Multi-Family

COMMERCIAL DISTRICTS
C2 High Intensity Office, Apts.
C3 Neighborhood Commercial
C4 Regional Commercial
C5 General Commercial
C6 Thoroughfare Service
C7 High Intensity Commercial

INDUSTRIAL DISTRICTS
I2S Light Industrial Suburban
I2U Light Industrial Urban
I3U Medium Industrial Urban

SPECIAL USE DISTRICTS
SU9 Bldgs. & Grounds Used by any
Dept. of Town, City, Twp. Co.,
State or Fed. Government

Specific counts have been provided month by month from January, 1981 to December, 1985. These crimes are listed in eight categories (murder, forcible rape, robbery, aggravated assault, simple assault, burglary, larceny-theft and motor vehicle theft).

Specific numbers of crimes in specific categories show no clear trend with respect to an increase or decrease in reported criminal activity. Specific categories fluctuate, decreasing, increasing and then decreasing again or vice versa. Therefore, no particular pattern of specific crimes is shown.

This same situation, with regard to a lack of criminal pattern being exhibited, exists for the total of these crimes from year to year as well.

The total number of the eight forementioned crimes and the year corresponding to that number is shown below:

1981 = 817
1982 = 838
1983 = 686
1984 = 846
1985 = 772*

* The first four months of 1985 were not provided; these months were approximated from the four previous years average in these months.

Therefore, the only deduction that can be made is that over the past five years, reported criminal activity has fluctuated, yet remained fairly constant.

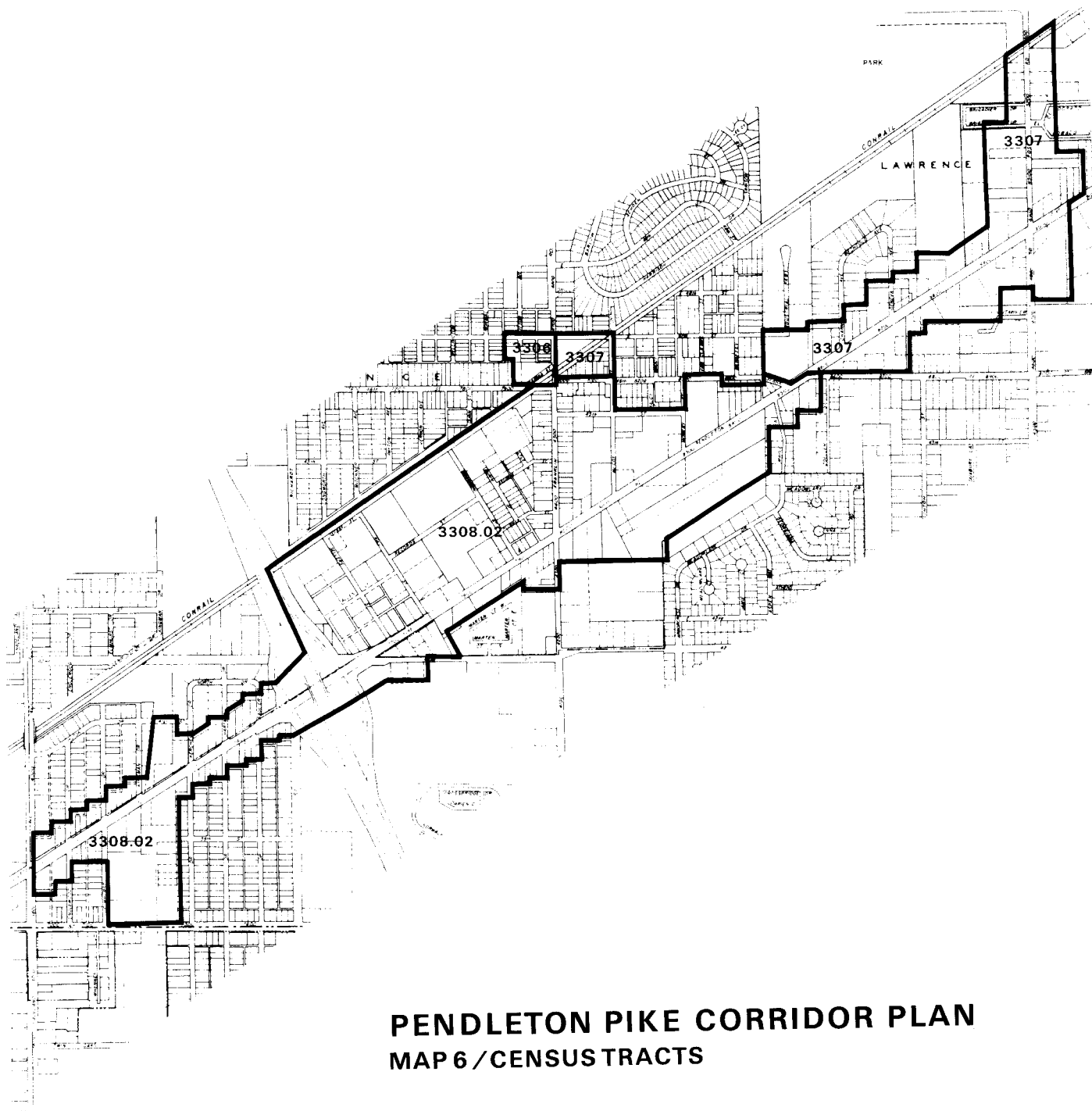
5. Demographic Summary

Summary of Census Data for the Pendleton Pike Area:

The Pendleton Pike Corridor Plan area intersects three Census Tracts (CT). North of 46th Street and west of Franklin Road is CT 3306. North of 46th Street and east of Franklin Road is CT 3307. South of 46th, being the majority of the study area, is CT 3308.01 combined with CT 3308.02.

The total population of CT 3306 decreased by three percent during the 1970's, as did the total population of Marion County. The total population of CT 3307 increased by thirteen percent while CT 3308.01 and 3308.02 increased the same as CT 3306, three percent. However, the 1970's was a growth period for Lawrence Township.

The majority of demographic trends in the Pendleton Pike area are consistent with the county and are predictable. The population is getting older. The black population is increasing faster than the white population. The percentage



PENDLETON PIKE CORRIDOR PLAN MAP 6 / CENSUS TRACTS

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of divorced persons is increasing. The number of housing units is increasing, with renter-occupied units increasing at a faster rate. Finally, the level of educational attainment has increased, with those attaining one or more years of college education having the highest rate of increase in percentage.

Summary of Postal Vacancy Survey:

The following is from the United States Post Office's Designated Postal Area of Lawrence. According to Post Office data, the total delivery vacancy rate decreased from 5.7 percent in 1973 to 3.2 percent in 1981. Apartment vacancy dominated the decline, dropping from 13.7 percent to 6.6 percent, while single-family residential vacancy dropped from 2.7 percent to 1.2 percent. Therefore, one can surmise that during the survey period (1973 - 1981) the percentage of commercial vacancy, single-family vacancy and multi-family vacancy in the Lawrence area decreased on all counts.

SUMMARIZATION OF PENDLETON PIKE BUSINESS SURVEY RESULTS

In order to gain a greater understanding of the Pendleton Pike Corridor, one must determine the specific concerns of the merchants operating within the corridor. To save time, the Division of Planning decided not to personally interview the merchants, but to compile a survey and mail it to the merchants located on Pendleton Pike.

Therefore, in the early summer of 1986, 120 surveys were mailed (return postage paid) to merchants along Pendleton Pike. A summarization of the results of the Pendleton Pike Business Survey is as follows:

General:

- A. Retail and auto-related uses dominate Pendleton Pike from Shadeland Avenue to Post Road.
- B. Most businesses have been operating there for more than 5 years.
- C. Traffic volume and access was the most important factor in choosing their location.
- D. Most businesses are either renting or in the process of purchasing their building.
- E. The vast majority of buildings are over 10 years old, with a substantial number over 30.
- F. Most businesses have improved their building in the past 5 years, ranging from paint to roofing.
- G. Many businesses plan to expand their location on Pendleton Pike.
- H. Most businesses judged their credit availability as very good.
- I. Most businesses have not completed a market study for their Pendleton Pike location.
- J. The majority of Pendleton Pike customers come from either the entire county or a three mile radius of the business.

Perceived Problems:

- A. Poor customer access to the particular business sites and the close proximity of adult entertainment uses are the two factors perceived as most detrimental to business.
- B. Traffic flow is perceived as a problem.
- C. Street resurfacing and road widening is believed to be the proper method of addressing the congestion problem. Note: Less than four months after the survey was completed, Pendleton Pike from Shadeland Avenue to the county line was resurfaced.
- D. Although the majority of businesses had not experienced criminal activity and believe the incidence of crime is stabilized, a few respondents believed the incidence of crime is increasing. However, those of this opinion number only about 20 percent.

PROXIMITY STUDY FOR COMMERCIAL USES

Further study of existing conditions of commercial uses can include one approach regarding marketability of a use by virtue of its location compared to the location of similar uses. If a synonymous use locates or is located at close proximity, the marketability of the first use is decreased by virtue of increased competition for the particular good or service. In effect, the new similar use can "take away business" from the original use.

The following is a sample of the various commercial uses within the study area and the nearest similar use located outside the study area. The proximity number represents the distance between these uses as traveled by roadway.

	<u>Pendleton Pike Use</u>	<u>Nearest Similar Use</u>	<u>Distance Between The Two</u>
1.	Dunkin Donuts 8312 Pendleton Pike	Roselyn Bakery 6805 E. 38th Street	8800 Feet
2.	Cafe Heidelberg 7625 Pendleton Pike	Cafe Europa 4709 N. Shadeland Ave.	6100 Feet
3.	Papas Pancake House 7606 Pendleton Pike	Omelet Shoppe 3770 N. Shadeland Ave.	5200 Feet
4.	Waffle House 8345 Pendleton Pike	Omelet Shoppe 3770 N. Shadeland Ave.	8800 Feet
5.	MCL Cafeteria 8135 Pendleton Pike	MCL Cafeteria 6010 E. 10th Street	29,000 Feet
6.	Merchants National Bank 8401 Pendleton Pike	Bank One 4202 N. Franklin Road	3400 Feet
7.	First Indiana Federal Savings Bank 8205 Pendleton Pike	Bank One 4202 N. Franklin Road	2400 Feet
8.	Preston-Safeway 8300 Pendleton Pike	Marsh Supermarket 5104 N. Franklin Road	4600 Feet
9.	Tom Wood Nissan and Subaru 7870 Pendleton Pike	Giganti Volkswagen, Porsche-Audi 6901 E. 38th Street	6200 Feet

A brief look at these particular uses and their proximity to similar uses might cause one to conclude that the area would not easily support another bakery, breakfast restaurant, bank or new auto sales.

However, it seems the area could easily support another cafeteria.

One must realize, however, that the market area for different goods or services can vary from the immediate area to the entire county.

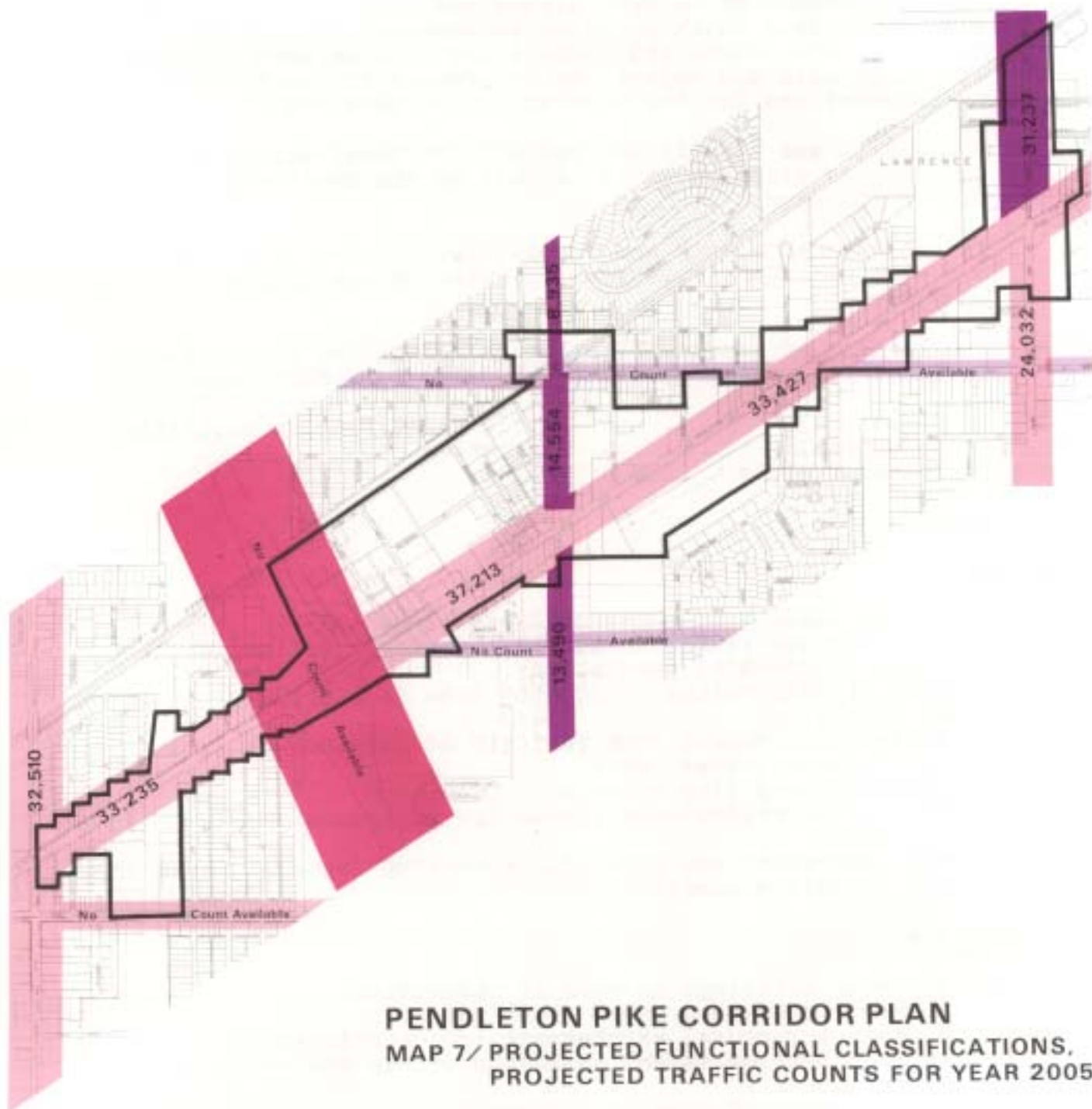
This study is superficial and should only be used as one in a number of steps necessary to fully understand the marketability of a specific use in a specific location. There are, of course, many factors other than location which can determine commercial success.

TRANSPORTATION PROJECTIONS

According to Transportation Planners in the City of Indianapolis' Department of Metropolitan Development/Division of Planning, all classifications of roads in the study area are expected to remain at their current classification, except Franklin Road which is projected to be classified from the lower intensity Collector to a higher intensity Secondary Arterial.

Using transportation forecast models which include estimates of future population, households, income, employment and auto ownership, the Transportation Planners are able to forecast future traffic volumes. The socio-economic variables input into the models are based on projected future development along with past and present growth trends in the area. Shadeland Avenue in the study area is expected to see a fifty percent increase in traffic volume by the year 2005. Pendleton Pike from Shadeland Avenue to I-465 is expected to increase thirty-seven percent; Pendleton Pike from I-465 to Franklin Road up thirty-four percent and Pendleton Pike from Franklin to Post Road is expected to increase forty-three percent by the year 2005. However, Franklin Road within the study area is only expected to increase about five percent.

Pendleton Pike is also expected to eventually be widened from four lanes to six lanes to accommodate the inevitable increase in traffic volume. The widening of Pendleton Pike is not, however, expected before the year 2000.



- | | |
|---|---|
| Freeway | Secondary Arterial |
| Primary Arterial | Collector |

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ASSETS, LIABILITIES, AND NEEDED IMPROVEMENTS

The development of current assets and liabilities creates a foundation from which planning recommendations can be based. These assets and liabilities will be used together with the goals and objectives to prepare the particular recommendations for the Pendleton Pike corridor.

The assets and liabilities reflect the observations of the Division of Planning staff as well as the businesspeople within the corridor.

In addition to assets and liabilities, needed improvements can also be ascertained from an existing conditions analysis.

The listing of assets, liabilities and needed improvements is presented for each of the following corridor components:

- | | |
|-------------------|------------------------------------|
| 1. Commercial | 4. Public Safety/Public Facilities |
| 2. Industrial | 5. Aesthetics |
| 3. Transportation | 6. Zoning |

1. Commercial

Assets:

- A wide variety of commercial uses (auto sales, fast-service restaurants, bank, grocery, office, etc.).
- Large surrounding population.
- High traffic volume (Pendleton Pike is a Primary Arterial).
- Active involvement from the City of Lawrence regarding development issues, etc.
- Numerous long-time commercial occupants.
- Parking is predominantly free for customers and employees.
- Well served by the financial community (several banks in the immediate area).

Liabilities:

- Numerous buildings in need of renovation.
 - A. Poor facade and store front design
 - B. Poor structural maintenance and deterioration.
- Large number of vacant buildings within the corridor and study area.
- Some commercial uses in converted homes.
- Proliferation of uses requiring outdoor storage.
- Proliferation of uses with unscreened outdoor storage of debris etc.
- Businesses with numerous signs causing a clutter.

- Poor aesthetics:
 - A. Sign clutter.
 - B. Overhead wires and their poles.
 - C. Lack of landscaping.
 - D. Lack of sidewalks.
- Some commercial uses do not provide screening where a residence is bordering.

Needed Improvements:

- Removal of some deteriorated structures for possible redevelopment.
- Limit uses requiring great amounts of outdoor storage to one specific area within the corridor.
- Screen residents abutting commercial uses.
- Remove residential uses where commercial uses should be located (commercially zoned property).
- Fill vacant units with acceptable (properly zoned) tenants.
- New and appropriate construction where possible, to provide for commercial growth.
- Building renovations where needed:
 - A. Facade improvements.
 - B. Unification of design for strip commercial centers where design unification is not existing.
 - C. Interior and exterior upgrading to better serve customers.
- Install extensive landscaping at frontage of commercial properties.
- Commercial uses should limit amount of signage.
- Install sidewalks along frontage of Pendleton Pike.

2. Industrial

Assets:

- Industrial uses are numerous in the area bounded by I-465, Pendleton Pike, Franklin Road and the Conrail Railroad.
- The numerous industrial uses increase the tax base and local employment.
- The industrial area has substantial amounts of vacant land which can allow for more light industrial development.
- A few single-family dwellings exist on property designated for industrial use which can allow for long-term industrial development.

Liabilities:

- Some present locations of industrial uses are inappropriate (e.g. 45th Street and Post Road).
- Some industrial uses are prevented from expanding appropriately due to single-family dwellings.

- Some industrial uses have access problems.
- Some industrial uses do not screen their outdoor storage and/or allow discarded debris to accumulate.

Needed Improvements:

- New development on vacant industrial properties.
- Proper screening of outdoor storage and removal of discarded materials.
- Long-term removal of single-family dwellings where industrial development would be more appropriate.
- Long-term removal of industrial uses in inappropriate locations.

3. Transportation

Assets:

- Well defined transportation system.
- Good access to:
 - A. I-465
 - B. I-70
 - C. Hamilton County
 - D. Hancock County
 - E. Fort Benjamin Harrison
- Parking is provided in all areas of the corridor.
- Vehicular movement is accessible in all directions for both local and regional transportation.

Liabilities:

- Traffic volume is high and consistently increasing on Shadeland Avenue, 38th Street, Pendleton Pike, I-465, Franklin Road, and Post Road.
- Many properties on Pendleton Pike have no defined entrance/exit creating numerous access points which is hazardous and causes congestion.
- Few lots allow for shared parking.
- Bus service is completely void of Pendleton Pike.
- Sidewalks are nonexistent on Pendleton Pike.

Needed Improvements:

- Closing of many curb cuts onto Pendleton Pike, allowing for orderly traffic flow and safer vehicular and pedestrian movement.
- Shared parking of businesses where possible.
- Metro bus route extension on Pendleton Pike between Shadeland Avenue and Post Road.
- Install sidewalks on Pendleton Pike.

4. Public Safety and Public Facilities

Assets:

- The Lawrence Police Department at 4455 McCoy Street services the corridor.
- The Lawrence Fire Department at 4450 McCoy Street services the corridor.
- The Lawrence branch of the U.S. Post Office is at 4430 McCoy Street.

Liabilities:

- Lack of sidewalks is a hazard.
- Vacant buildings a potential hazard.

Needed Improvements:

- Sidewalks should be installed on frontage along Pendleton Pike.
- Vacant buildings should either be occupied or removed for new development.

5. Aesthetics

Assets:

- Some properties are well landscaped.
- Some integrated centers have unified signage and are well maintained.
- Most properties have a grass island abutting Pendleton Pike which has potential for extensive landscaping.
- The majority of structures on Pendleton Pike are designed and used for commercial use.

Liabilities:

- Many properties have little or no landscaping.
- Some commercial centers have no unified signage.
- Many businesses have great amounts of unnecessary signage.
- Many businesses have great amounts of outdoor storage/debris which is unscreened.
- Single-family dwellings are intermixed with commercial and industrial uses.
- Overhead wires detract from the corridor.
- Many businesses keep their dumpsters in clear sight of customers and motorists.
- Some signs are abandoned.
- Some commercial uses operate in converted residential structures.

Needed Improvements:

- Standards dealing with the number, type, and size of signs along the corridor.
- Remove all abandoned signs.
- Standardization of street signs/integration of various informational signs onto traffic or street light poles.
- Burial of overhead wires where and when feasible.
- Landscaping to help buffer uses and to aesthetically improve the streetscape.
- Construction of sidewalks along Pendleton Pike.
- Facade rehabilitation for many businesses.
- Removal or occupancy of vacant buildings.
- Dumpster screening.

6. Land Use and Zoning

Assets:

- Current zoning in much of the corridor allows for a great variety of uses.
- Residential area (bounded by Bragdon Street, Conrail Railroad, the properties along Franklin, and the properties along Pendleton Pike) is and should be zoned for industrial use.
- Properties west of I-465 on Pendleton Pike are zoned to restrict the amount of outside storage.

Liabilities:

- Some of the 7400 block of Pendleton Pike is zoned for residential use and should be zoned for appropriate commercial use.
- Far too much of the corridor is zoned to allow for large amounts of outdoor storage.
- Some public uses are not properly zoned.

Needed Improvements:

- Majority of residentially zoned property on Pendleton Pike should be zoned for commercial uses which restricts large amounts of outdoor storage.
- Pendleton Pike properties between Franklin Road and Post Road should be eventually rezoned to a more restrictive commercial classification.
- Special uses and/or public uses should be properly zoned.
- Residential structures fronting on Pendleton Pike should be replaced with commercial structures and uses.
- The industrial property, being mostly vacant, bounded by Sellers Street, Allen Street, the Conrail line and I-465, should be rezoned to a lower industrial classification due to a possible negative image occurring from excessive amounts of outside storage.

GOALS AND OBJECTIVES

The previous list of Assets, Liabilities and Needed Improvements act as a guide to determine goals and objectives for the future growth and development of the Pendleton Pike corridor and study area. These goals and objectives will be addressed more specifically in the Land Use Plan, Zoning Plan and Specific Site/Design Recommendations.

The listing of goals and objectives is presented for each of the following corridor components:

- | | |
|-------------------|------------------------------------|
| 1. Commercial | 4. Public Safety/Public Facilities |
| 2. Industrial | 5. Aesthetics |
| 3. Transportation | 6. Zoning |

1. Commercial

Goals:

To increase the viability of commercial growth by working with both the public and private sectors through the creation of guides for this growth. Both renovation and new construction are needed in specific instances to promote improvements and thus increase the economic vitality of the corridor.

Objectives:

Improve and expand landscaping at frontage along Pendleton Pike and where abutting residences.

Rehabilitate many existing structures which are in sound condition.

Encourage tenants to occupy, develop and expand where vacancies currently exist.

Provide proper pedestrian accessibility along Pendleton Pike with the construction of sidewalks.

Provide appropriate zoning districts to promote commercial growth and development while still addressing the long-term land use goals of the corridor.

Removal of residential structures located within commercially zoned districts.

Encourage the development and growth of a merchants organization designed to market, publicize and improve the Pendleton Pike corridor.

2. Industrial

Goals:

To increase the number and quality of light industrial uses where appropriate and remove industrial uses where not desired over the long-term.

Objectives:

Enhance and encourage appropriate industrial development in area bounded by Conrail Railroad, I-465, properties along Pendleton Pike and properties along Franklin Road.

Long-term removal of industrial uses not located within the primary industrial area noted above.

Develop industrial land between Sellers Street and I-465 with lighter industrial uses to reduce a negative image seen by motorists on I-465 resulting from a proliferation of outside storage.

Residential uses between Bragdon Street and properties fronting on Franklin Road should be replaced with appropriate industrial uses.

3. Transportation

Goals:

To provide safe and efficient vehicular and pedestrian transportation servicing the businesses on Pendleton Pike.

Objectives:

Remove unnecessary curb cuts along Pendleton Pike, especially at intersections, to provide for more efficient and safer traffic flow and safer pedestrian mobility.

Provide sidewalks along both sides of Pendleton Pike from Shadeland Avenue to Post Road.

Extend Metro bus service along Pendleton Pike from Shadeland Avenue to Post Road.

4. Public Safety/Public Facilities

Goals:

To develop and maintain a safe corridor while maintaining and improving the public facilities within the study area.

Objectives:

Provide sidewalks along both sides of Pendleton Pike from Shadeland Avenue to Post Road.

Provide signage at the corner of Pendleton Pike and McCoy Street acknowledging 1) The City of Lawrence Municipal Building; 2) Lawrence Police Department; 3) Lawrence Fire Department and, 4) The Lawrence Branch of the U. S. Post Office.

5. Aesthetics

Goals:

To improve the physical appearance of the corridor which will, in turn, increase the viability of future growth resulting from an increase in marketability of Pendleton Pike.

Objectives:

Increase landscaping along Pendleton Pike at the frontage of properties and buffer residences where needed.

Remove abandoned signs.

Integrate signage where needed.

Remove highly deteriorated structures.

Promote occupancy of vacant units.

Bury overhead wires over the long-term.

Construction of sidewalks along Pendleton Pike from Shadeland Avenue to Post Road.

6. Zoning

Goals:

To enhance appropriate zoning classifications for commercial uses, given their location, while still maintaining current uses until the market initiates the more appropriate use.

Objectives:

Develop a Zoning Plan to properly zone appropriate uses which are operating and should continue over the long-term.

Address the long-term rezoning of those parcels which should be rezoned but should not be rezoned immediately. Therefore, those parcels which are currently used inappropriately should be rezoned upon the relocation of that inappropriate use to an appropriate location.

PART TWO

ACTION PLAN

The first section of the "Action Plan" is the Land Use Plan. This is a general guide to orchestrate where commercial, industrial, single-family residential, and multi-family residential uses should locate. This plan revises the Comprehensive Plan For Marion County as it affects this area.

The second section of this "Action Plan" is the Zoning Plan. This is a more specific guide recommending appropriate zoning to match the Land Use Plan. The Zoning Plan gives actual zoning classification recommendations for every parcel within the study area. The recommended classifications dictate which type and intensity of land uses should operate in specific locations.

The third section of this "Action Plan" is a design scheme showing very specific recommendations with respect to buildings, parking, landscaping, sidewalks and use. The Zoning Plan and Land Use Plan were used to create this illustrated approach to "on site" recommendations.

The fourth section of this "Action Plan" details a parcel by parcel approach to specific site/design recommendations. The Division of Planning staff has conducted a survey to determine what is needed for each particular lot on Pendleton Pike from Shadeland Avenue to Post Road. This needs assessment should be used as a guide for the improvement of each specific site (address).

Private and public involvement is necessary for the plan to be successful. These specific site/design recommendations provide a clear and concise direction to foster improvements along Pendleton Pike. City agencies, area organizations, businesses and developers must actively pursue the recommendations of the plan. No one group alone has the capability or resources to implement the plan, yet together action can be assisted and directed.

The last section of this "Action Plan" is a tax abatement policy to be used as an incentive to foster growth and development while implementing the Land Use and Zoning Plans. The Tax Abatement Plan allows the possibility of a property owner to have the assessed increase in value of his/her property, due to new development(s), be abated from his/her local property taxes. However, only the assessed increase in value can be abated. The Tax Abatement plan does not guarantee abatement for any parcel.



PENDLETON PIKE CORRIDOR PLAN MAP 8/COMPREHENSIVE PLAN

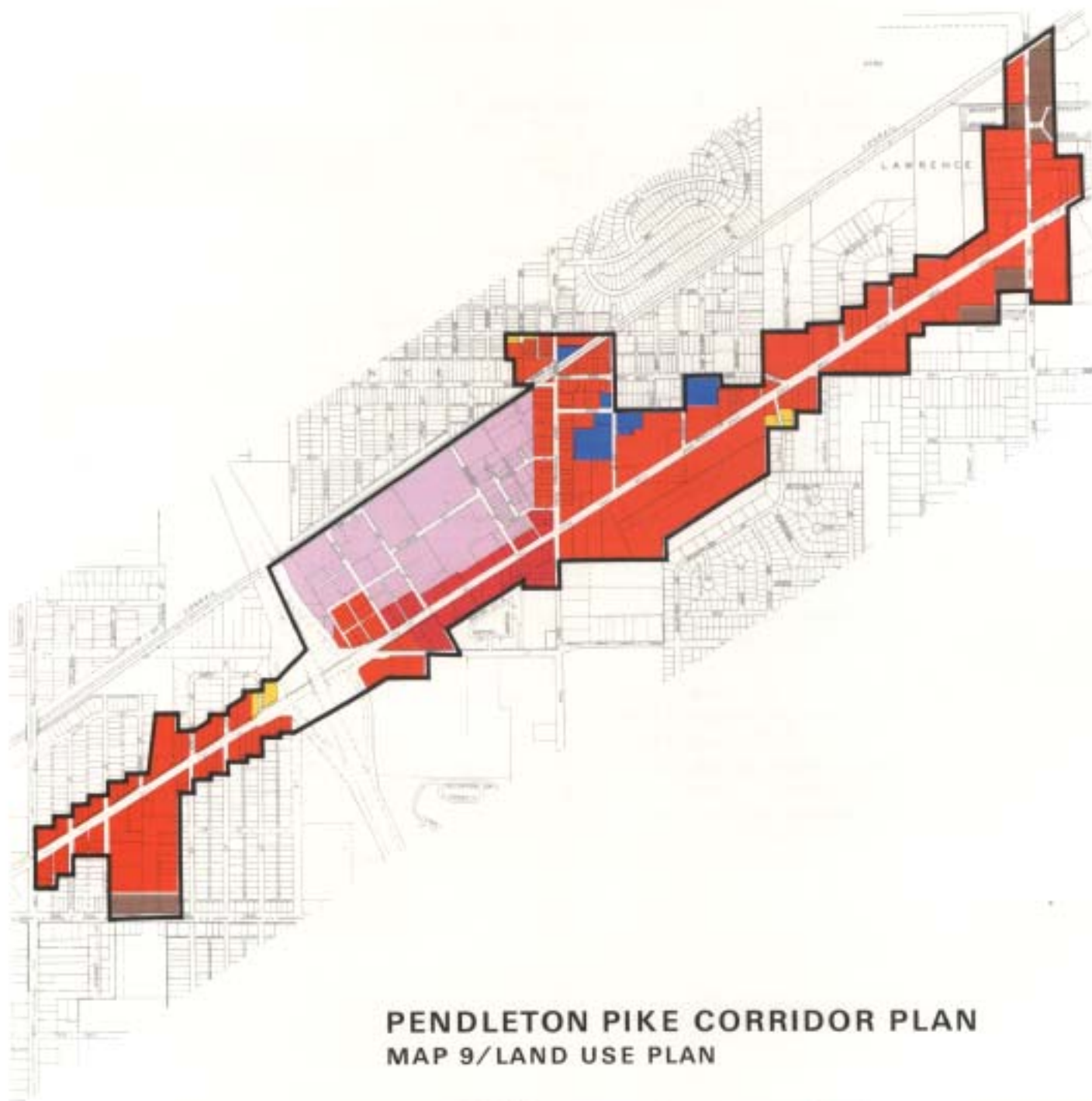
RESIDENTIAL	COMMERCIAL	INDUSTRIAL
 Low Density	 Cluster	 Light
 High Density	 Commercial Center	

LAND USE PLAN

The Land Use Plan for the Pendleton Pike Corridor study area is designed as a detailed update of the Comprehensive Plan for Marion County as it addresses this area. This Land Use Plan recommends some variations from the Comprehensive Plan and addresses specific concerns of the area.

The following objectives are addressed by the Land Use Plan:

1. Enhancement and unification of commercial uses along Pendleton Pike from Shadeland Avenue to Post Road, Franklin Road from Pendleton Pike to 47th Street, and Post Road from Pendleton Pike to the entrance of Fort Benjamin Harrison.
2. Removal of residences located in the area bounded by the Conrail Railroad, Bragdon Street, properties fronting on Franklin Road and properties fronting on Pendleton Pike in favor of appropriate industrial uses.
3. Long-term removal of industrial uses not located within the primary industrial area (8000 block of 45th, 46th Streets and 5100 block of Post Road should be replaced, over the long-term, with commercial uses).
4. Removal of residential uses along the frontage of Pendleton Pike from I-465 to Post Road, Franklin Road from Pendleton Pike to 47th Street, and Post Road from Pendleton Pike to the entrance of Fort Benjamin Harrison. These scattered residential uses should be replaced with commercial uses.



PENDLETON PIKE CORRIDOR PLAN **MAP 9/LAND USE PLAN**

RESIDENTIAL		COMMERCIAL	INDUSTRIAL
	Single Family	 Office/Retail	
	Multi-Family	 Higher Intensity Commercial Uses	 PUBLIC

ZONING PLAN

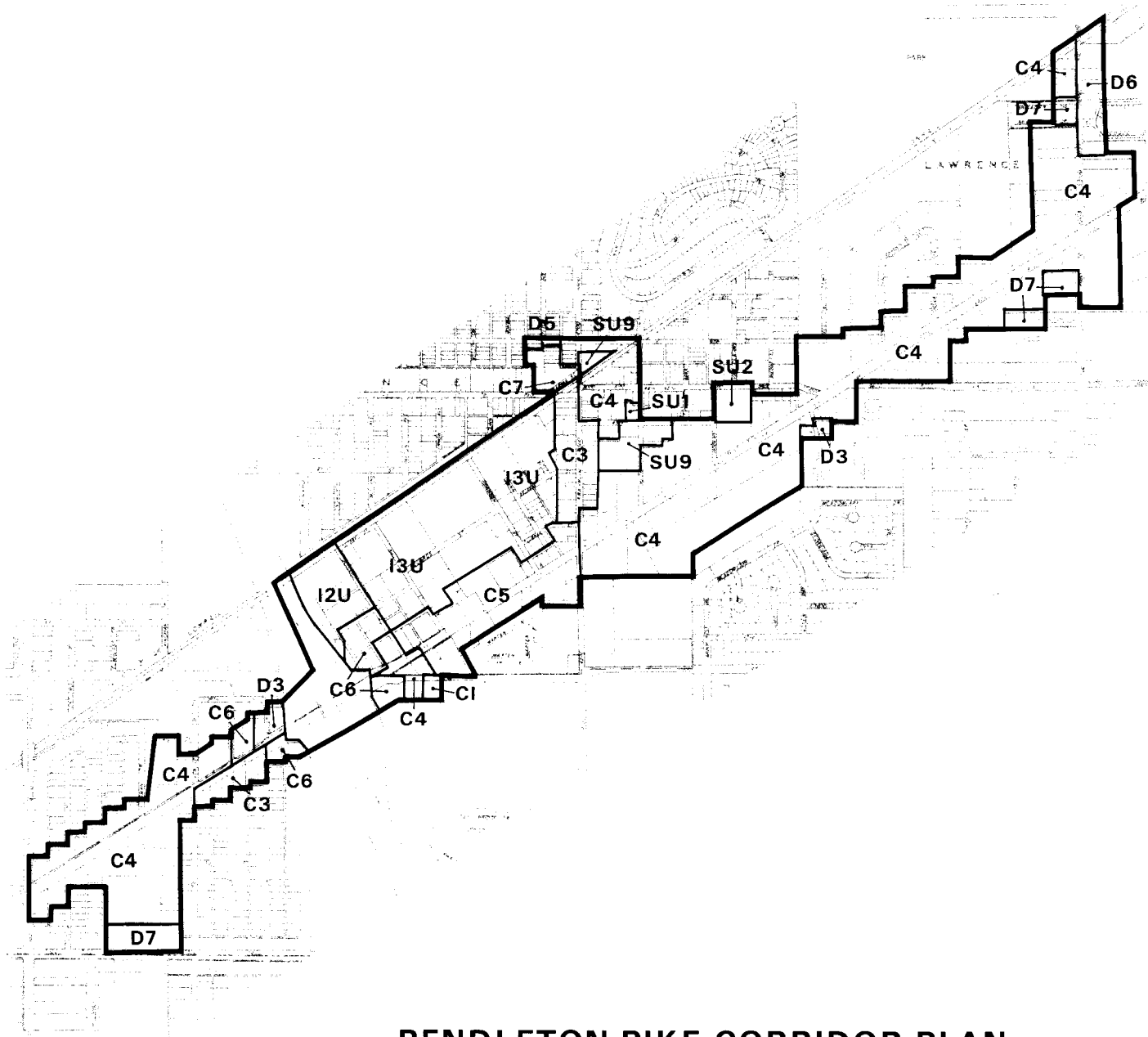
There exists on Pendleton Pike from Shadeland Avenue to Post Road 105.15 acres of C-5 zoned property. There are 22 existing uses on Pendleton Pike from Shadeland to Post which must occupy at least a C-5 zoning to operate legally. These 22 uses occupy 20.58 acres. Once priority 1 and 2 rezonings are achieved, as much as 27.98 acres of C-5 zoned properties would still exist. Therefore, over seven acres would exist over and above the acreage of uses which must now be zoned C-5.

The intent of this Zoning Plan is for property owners located in the Priority 1 areas to rezone their properties over the short-term. Priority 2 rezonings should occur as a property in this area changes its use to a more appropriate use which is consistent with the proposed zoning. This plan does not, however, recommend rezoning of property without the consent of the property owner. The overall attempt of the Zoning Plan is to concentrate heavier commercial uses along Pendleton Pike between I-465 and Franklin Road. These heavier, C-5 uses should be located here for several reasons: 1) Pendleton Pike traffic counts are highest here; 2) heavier uses (industrial) dominate the immediate north in this stretch of Pendleton Pike; and 3) close proximity to a very heavily travelled I-465. Once these proposed rezonings occur, the natural recession from higher intensity to lower intensity commercial uses as one travels eastward should have a marked aesthetic impact which will help create a more positive image of Pendleton Pike. As the rezonings occur the abundance of outdoor storage fronting on Pendleton Pike will decline between Franklin Road and Post Road. The increased positive image will foster greater interest and appropriate development. Again, any rezoning of property should be of a voluntary nature by the owner of the subject property.

Priority 1 represents rezonings which can occur immediately and will cause no use to be in violation of the zoning district, except for those uses which are already in violation of current zoning. These rezonings should occur with the consent of the property owner. Priority 1 rezonings should occur over the short-term (0-5 years).

Priority 1:

	<u>Current Zoning</u>	<u>Proposed Zoning</u>
1. 4155 Kingman Drive, being American Inn motel	C4	C6
2. 7325 Pendleton Pike, being Payless Shoes; and 7339 is a vacant adult entertainment facility.	D5/C4	C3



PENDLETON PIKE CORRIDOR PLAN

MAP 10 / ZONING PLAN

DWELLING DISTRICTS

D3 Medium Single Family
D5 Medium-High Single Family
D6 Cluster Single Family
D7 Medium Multi-Family

COMMERCIAL DISTRICTS

C1 Office Buffer
C3 Neighborhood Commercial
C4 Community-Regional Commercial
C5 General Commercial
C6 Thoroughfare Service
C7 High Intensity Commercial

INDUSTRIAL DISTRICTS

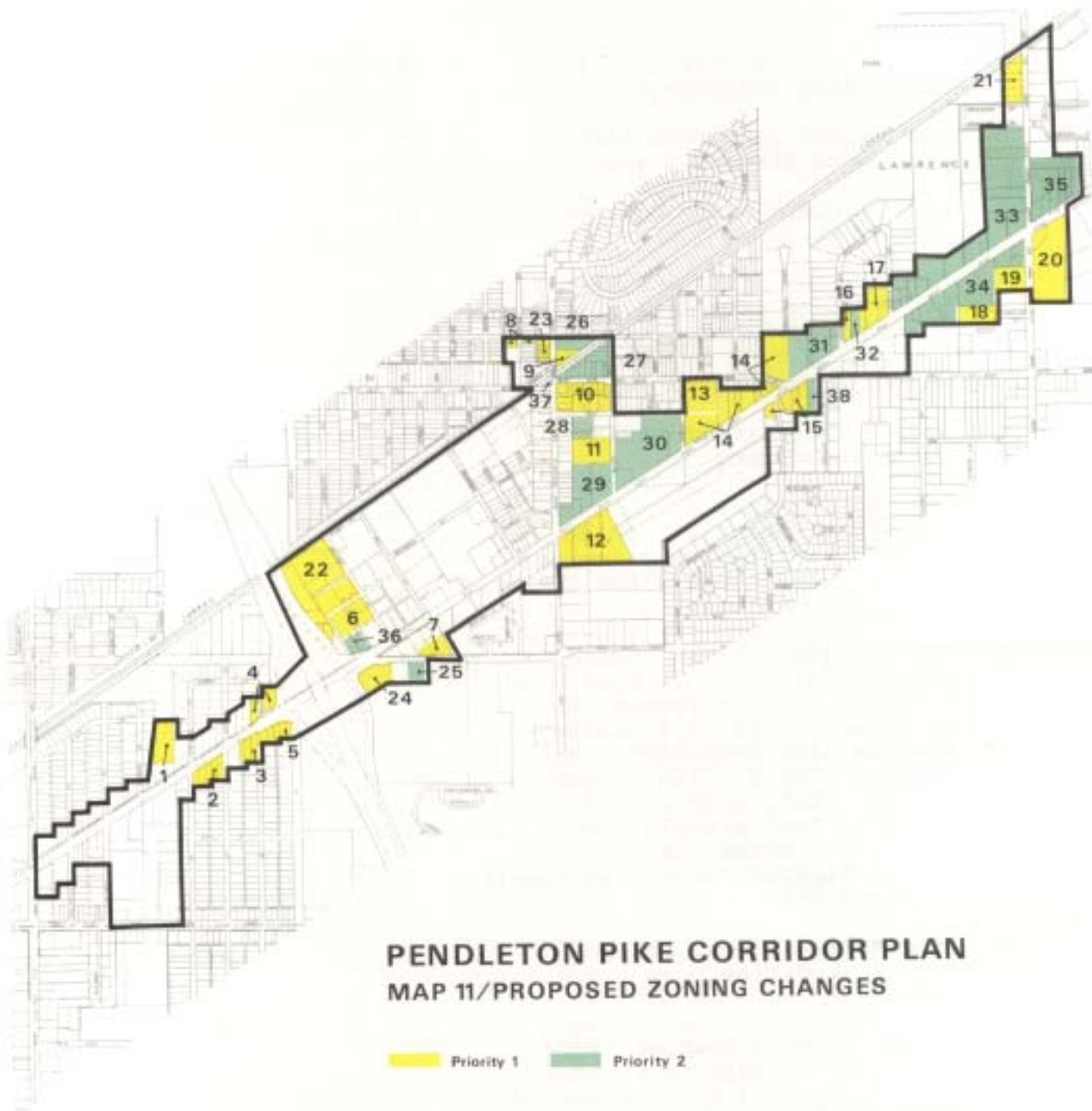
I2U, I3U Light & Medium Industrial Urban

SPECIAL USE DISTRICTS

SU1 Church
SU2 School
SU9 Government



- | | | | |
|-----|---|-----|--------|
| 3. | 7401 and 7437 Pendleton Pike are vacant commercial buildings; and 7445 is Kelly's Auto Cleanup. | D5 | C3 |
| 4. | 7424, 7440, & 7444 Pendleton Pike being residences. | C4 | D3 |
| 5. | All vacant land from 7445 Pendleton Pike to I-465. | D5 | C6 |
| 6. | 4326 Sellers being Squires Inn motel. | C2 | C6 |
| 7. | Land behind 1625 Pendleton Pike being Heidelberg Bakery, behind 7711 being Camper City, and all of 7614 E. 42nd Street, which is Harris Transmission. | D7 | C5 |
| 8. | 4620 & 4628 Cotton Street being residences. | I3U | D5 |
| 9. | 4611 N. Franklin Road, being the Flesch Building. which contains the Lawrence Township Small Claims Court & the Lawrence Township Constable. | I2U | SU9 |
| 10. | 8007 E. 46th Street, being apartments: 3013 is Mini-Bike & Cycle; 8019 is vacant; 8021 is vacant; 8025 is a residence 8043 is NAPA Auto Parts; 8051 is vacant; 8014 E. 45th Street is vacant; 4525, 4527 & 4537 N. Franklin Road are all residences; and 4545 McCoy Street is New Hope United Baptist Church and should be zoned SU1. | C5 | C4/SU1 |
| 11. | 4430 McCoy Street, being a U.S. Post Office. | C5 | SU9 |
| 12. | 8001 Pendleton Pike, being a vacant service station, 8009 is Hardee's; 8015 is a house; 8017 is vacant; 8021 is United Package Liquors; 8025 is Domino's Pizza; & 8027 is also United Package Liquors. | C5 | C4 |
| 13. | 8301 E. 46th Street, being a Lawrence Township School facility. | D5 | SU2 |



14. 8306 Pendleton Pike, being Pikes Peak Restaurant; 8312 is Dunkin' Donuts; 8320 is apartments; 8350 & 8370 are vacant; 8424 is Jack's Pizza; 8444 is Hi-Fy Service Station; and 8502 is Ponderosa.	D5/C5	C4
15. 8431 & 8435 Pendleton Pike residences; 8501 is the Cotton Club.	C5	C4
16. 8606 Pendleton Pike, being Wardell's Florists.	C5	C4
17. 8610 & 8625 Pendleton Pike being residences.	C5	C4
18. Land behind the 8900 Shopping Plaza, being part of Holliday Villa Apartments.	C5	D7
19. 4710, 4720, 4730, & 4800 Post Road, being Holliday Villa Apartments	C5	D7
20. 4741 Post Road, being Kentucky Fried Chicken; 4751 is a physician's office; 4755 & 4759 are vacant; 4767 is Pizza Barn; 4771 is Somethin' Extra; 4775 is Seoul Gifts; 4779 is Yu's Bar-B-Q; 4783 is American Trophy. 9001 Pendleton Pike is Nethery's Standard Station and 9005 is the vacant Indiana National Bank branch.	C5	C4
21. 5140 Post Road, being a residence; 5150 is the Snafu Saloon; and 5162 is the Fort Rent-A-Center.	I2S	C4
22. Industrial land bounded by the Conrail Railroad, Sellers Street, Allen Street and I-465.	I3U	I2U
23. 4614 N. Franklin, being Trumain Tile; and 4628 is a law office.	I3U	C4



PENDLETON PIKE CORRIDOR PLAN
MAP 12 / EXISTING C5 ZONING

The preparation of this map was
financed in part by a Community
Development Block Grant





Priority 2 represents proposed rezonings to be initiated over the long-term. This is not intended to displace specific businesses or uses. It is hoped that as an inappropriate use relocates or closes (of its own accord), the property then will be rezoned with the consent of the property owner to an appropriate zoning district for that location. These rezonings could occur over the long-term (5 to 20 years).

PRIORITY 2

- | | | |
|--|-----|----|
| 24. 7600 Pendleton Pike, being
Mahurin Auto Sales. | C4 | C6 |
| 25. 7709 E. 42nd Street, being
the Sheraton Inn East
(House for Entertainment
groups). | D5 | C1 |
| 26. 4611 Franklin Road (rear)
being Bruce's Paint and
Body Shop. | I2U | C4 |
| 27. 8010 E. 46th Street
being Deputy Printing;
8016 is the Gold Brick
Bar; 8022 is Race Tech-
nologies; 8030 is
Midweswt Sign Service;
8046 is the Tiffany House;
8054 is vacant; 8058 is Law-
rence Plumbing; 4620 McCoy Street
is a vacant commercial structure;
and 4690 is N.E.W. Caulking Co. | I2U | C4 |
| 28. 8015 East 45th Street, being
Deeds Equipment Co. | C5 | C4 |
| 29. 8006 Pendleton Pike, being
Lawrence Furniture Company;
8020 is Pike Body Shop; 8028
is the Twilite Zone; & 8050 is
Lawrence Bargain Center. | C5 | C4 |
| 30. 8102 Pendleton Pike, being
Auto Advisors; 8140 is Benny's
Carpet Remnant Mart; 8142 is
Midwestern Electric; 8150 is
Lawrence Auto Wash; 8180 is
Bob's Motors;; & 4520 Mowrey
Street is Guarantee Auto. | C5 | C4 |
| 31. 8550 Pendleton Pike, being
Dealers Investment Service. | C5 | C4 |



PENDLETON PIKE CORRIDOR PLAN
MAP 13/C5 ZONING AFTER
PRIORITY 1 AND 2 REZONINGS

-  After Priority 1 Rezonings
 After Priority 1 And 2 Rezonings

32. 8610 Pendleton Pike, being Easy Credit Auto Sales.	C5	C4
33. 8750 Pendleton Pike, being Alexander Screw Products; 8754 is Marian Fasteners; 8756 is Indiana Coin; 8800 is Post Road Garage, Lawrence Trailer Court and two resi- dences; 8810 is Jeff Roberts Auto Sales; 8820 is Spring Valley Mobile Home Park; 8860 is Sandwich Machine; 8990 is Atlas Muffler; 5000 Post Road is East Side Gas Company; and 5050 is a residence.	C5/I2U	C4
34. 8703 Pendleton Pike, being Lawrence Liquor; 8805 is Fort Motel and one residence; 8851 is Elliott's Auto Sales; 8855 is the Out- side Inn; 8859 is A-One Karate school; 8861 is Creative Styling 8863 Agee's Lawrence Sports Shop 8867 is Linder's Dairy Center; 8871 is Fleenor Auto Works; 8879 is Diamond Jim's Tavern; 8883 is vacant; 8889 is Indianapolis Cablevision; 8891 is General Finance; 8895 is Lawrence Highlander Center; 8909 is Whiskey River; 8949 is B & T Auto Repair; and 8989 is Post Road Professional Building.	C5	C4
35. 9002 Pendleton Pike, being Jim Campbell's Auto Sales; 9014 and 9018 being a residence and Ajay's Nursery; 5025 Post Road being Kawasaki East; 5045 is Post Realty and 5101 is Queen Coin Laundry.	C5	C4
36. 7600 Pendleton Pike, being Mahurin Auto Sales	C4	C6
37. 4602 N. Franklin Road, being Then And Now Furniture Stripping; and 4606 is Lawrence Petticote Junction Dog Grooming.	I3U	C4
38. 8519 East 46th Street, being an auto wash.	C5	C4

PENDLETON PIKE
CORRIDOR PLAN

MAP 14

ALTERNATIVE DESIGN SCHEME
FOR PENDLETON PIKE

- EXISTING COMMERCIAL BUILDING
- PROPOSED COMMERCIAL BUILDING
- SIDEWALKS
- TREES
- SHRUBING
- GRASS



The preparation of this map
was financed in part by a
Community Development Block Grant

Department of Metropolitan Development
Division of Planning
Indianapolis-Marion County, Indiana

DESIGN SCHEME FOR PENDLETON PIKE

The design proposals illustrated in this plan attempt to both address the present problems facing the Pendleton Pike Corridor, and to guide the long-term development so as to benefit the merchants and area residents as well as commuters who travel Pendleton Pike. Although design illustrations were completed for the entire corridor, the cost of printing these illustrations for the entire corridor would be prohibitive. However, a plan as comprehensive as the Pendleton Pike Corridor Plan should have an example of appropriate design scheme. One section of the corridor was, therefore, selected to represent the general approach to site/design improvements.

The design scheme, although not the only possible method of improvement, represents one perceived better alternative to the existing situation. This alternative design scheme is inserted for the benefit of property owners and/or prospective developers wherever they might locate throughout the corridor.

The following goals were used as criteria to create the alternative design scheme:

1. Renovation or removal of vacant/deteriorating buildings for redevelopment as well as the relocation/removal of certain nonconforming structures
2. Installation of sidewalks along both sides of Pendleton Pike from Shadeland Avenue to Post Road to provide for safer pedestrian transportation.
3. Limit access points onto Pendleton Pike to provide for better traffic flow and less vehicular conflicts. Unnecessary or underutilized curb cuts are removed to provide a more coherent streetscape and limit access.
4. Create landscaping treatments along Pendleton Pike. Proper landscaping, following adopted guidelines, would enhance the aesthetic appearance and increase property values along the corridor.

PENDLETON PIKE SPECIFIC SITE/DESIGN RECOMMENDATIONS

1. 7001 PENDLETON PIKE

- A. Close two curb cuts nearest the corner of Shadeland and Pendleton Pike.
- B. Move dumpster to back of property creating a common dumpster pad with 7027.
- C. Create access from 7001 property to 7027 property at rear of property line (in front of proposed common dumpster pad).
- D. Construct new commercial building on vacant land directly south of 7001 Pendleton Pike.
- E. Enclose dumpster.
- F. Enclose vending machine.

2. 7002 PENDLETON PIKE

- A. Close two curb cuts nearest corner of Pendleton Pike and Shadeland Avenue.
- B. Landscape island at nearest corner of Pendleton Pike and Shadeland Avenue with trees, shrubs, etc.
- C. Replace building with new commercial structure.

3. 7027 PENDLETON PIKE

- A. Close one curb cut nearest to Englewood Drive.
- B. Remove both ground signs.
- C. Remove four parking spaces nearest Pendleton Pike on Englewood.
- D. Move dumpster to back of property on common dumpster pad with 7001.
- E. Screen residence bordering on south.
- F. Enclose dumpster.

4. 7101 PENDLETON PIKE

- A. Install more landscaping in front.
- B. Place dumpster on the pad in rear.
- C. Repair fence in rear.
- D. Provide new strip of parking on vacant land behind 7131.

5. 7102 PENDLETON PIKE

- A. Replace building with commercial/professional building, occupying three lots between Englewood Drive and Elmhurst Drive.

6. 7131 PENDLETON PIKE
 - A. Move phone booth from Pendleton Pike to near or against building.
 - B. Enclose vending machines.
 - C. Move pole sign away from right-of-way and nearer building.
 - D. Enclose dumpster.
 - E. Enclose vending machine.
7. 7140 PENDLETON PIKE
 - A. Screen residence to the north.
8. 7141 PENDLETON PIKE
 - A. Plant trees along grass space on Elmhurst Drive.
 - B. Replace with a larger building and a heavier retail/commercial use.
 - C. Enclose dumpster.
9. 7150 PENDLETON PIKE
 - A. Screen residence to the north.
10. 7200 AND 7210 PENDLETON PIKE
 - A. Landscape islands with shrubs, trees, etc.
11. 7201 PENDLETON PIKE
 - A. Landscape east side of the property to screen residences.
 - B. Long-term screening should be installed on south side behind 7201 next to vacant D-7 land.
 - C. Landscaped islands should be installed in parking lot.
12. 7259 PENDLETON PIKE
 - A. Remove curb cut on Kercheval Drive.
 - B. Landscape along Kercheval Drive.
 - C. Remove parking on Kercheval Drive.
 - D. Enclose dumpster.
13. 7272 PENDLETON PIKE
 - A. Install more landscaping at frontage--trees, shrubs, etc.
14. 7318 PENDLETON PIKE
 - A. Replace residence with a commercial structure.

15. 7320, 7324, AND 7326 PENDLETON PIKE
 - A. Replace 7326 Pendleton Pike with a new retail/commercial structure.
 - B. Close all curb cuts except one between 7324 and 7326 Pendleton Pike, one off Hartman Drive and one off Kercheval Drive.
 - C. Expand landscape islands on Pendleton Pike and add shrubs, trees, etc.
 - D. Replace 7320 Pendleton Pike with a commercial structure rather than converted residential structure.
 - E. Landscape median between 7324 and 7326 should be replaced with common parking.
 - F. Provide common parking between 7320 and 7324 Pendleton Pike.
16. 7424 PENDLETON PIKE
 - A. Replace building with another commercial structure.
 - B. Close curb cut on Pendleton Pike nearest Hartman Drive.
 - C. Expand landscape island at the corner of Pendleton Pike and Hartman Drive with trees, shrubs, etc.
17. 7325 PENDLETON PIKE
 - A. Install landscaping on grass island on Pendleton Pike.
 - B. Install trees on grass island along Kercheval.
 - C. Enclose dumpster.
18. 7436 PENDLETON PIKE
 - A. Eliminate access from Pendleton Pike and create access from Sadlier Drive.
19. 7339 PENDLETON PIKE
 - A. Install new retail structure comparable in size to the facility at 7325.
 - B. Install screening south of structure on property line to buffer residences to the south.
 - C. Install trees in the grass island along Hartman Drive.
20. 7401, 7437, AND 7445 PENDLETON PIKE
 - A. Replace all three with a commercial strip center.
 - B. Close the curb cut at 7437; two curb cuts at the corner of Pendleton Pike and Hartman should be closed
 - C. Screen back of strip center from residences to the south.
 - D. Landscape grass islands along Pendleton Pike and Hartman with hedges and trees.

21. 7600 PENDLETON PIKE

- A. Remove building and current use.
- B. Replace with an extension of the motel use at 4326 Sellers Street.

22. 7601 PENDLETON PIKE

- A. Install landscape shrubs on grass islands bordering Pendleton Pike.
- B. Install trees on grass island bordering 42nd Street to screen 7707 East 42nd Street.

23. 7605 AND 7615 PENDLETON PIKE

- A. Replace both structures with one commercial building.
- B. Close the curb cut in front of 7615 nearest the residence.
- C. Create one curb cut in front of the current residence (7605).
- D. Further landscape grass islands.

24. 7606 AND 7608 PENDLETON PIKE

- A. Provide both properties with more landscaping along Pendleton Pike with trees, shrubs, etc.
- B. Pave 7608 Pendleton Pike parking area.

25. 7625 PENDLETON PIKE

- A. Landscape grass islands on Pendleton Pike.

26. 7707 AND 7709 EAST 42ND STREET

- A. Remove house at 7709 East 42nd Street.
- B. Expand 7707 eastward onto 7709.

27. 7711, 7801, PENDLETON PIKE AND 7614 E. 42ND STREET

- A. Replace camper sales with an appropriate C-5 use.
- B. Install trees on island along the 7625 property line.
- C. Install trees along the south property line to screen the apartments.
- D. Remove the two sheds on 7614 East 42nd Street; dumpster should be enclosed, and parking should be paved.

28. 7803 PENDLETON PIKE

- A. Remove rocks, etc. from islands and replace with trees, shrubs and grass.
- B. Install trees on south property line to screen apartments.

29. 7848 PENDLETON PIKE
 - A. Install landscape strip along Pendleton Pike with trees, shrubs, etc.
30. 7870 PENDLETON PIKE
 - A. Remove building and abandoned pole sign.
31. VACANT PROPERTY BETWEEN 7803 PENDLETON PIKE AND 7905 PENDLETON PIKE
 - A. Install retail commercial use on this property.
 - B. New building should be comparable in size to 7905 Pendleton Pike.
 - C. Install a solid buffer along the south to screen the apartments.
32. 7900 PENDLETON PIKE
 - A. Remove mobile home office and replace with permanent office structure.
 - B. Create and landscape an island on Pendleton Pike with trees, shrubs, etc.
 - C. Define parking.
33. 7905 AND 7925 PENDLETON PIKE
 - A. These properties and 7945 should share common parking, primarily in the rear.
 - B. Install more landscaping in front of 7925, and behind all to screen the apartments.
34. 7945 PENDLETON PIKE
 - A. Pave parking lot.
 - B. Parking should be primarily in the rear and shared with 7905 and 7925.
 - C. Enclose dumpster.
35. 7950 PENDLETON PIKE
 - A. Remove building.
36. 7960, 7962 and 7968 PENDLETON PIKE
 - A. Remove all four structures and replace with C-5 use and a new structure servicing all four parcels, provided a C-5 use is eliminated east of Franklin Road.
 - B. Close all curb cuts on Pendleton Pike and share common entrance/exit with proposed integrated center to the east.
 - C. Expand and lengthen landscape island and install trees, shrubs, etc.

37. 7965 PENDLETON PIKE

- A. Install more landscaping in front along Pendleton Pike.

38. 7969 PENDLETON PIKE

- A. Close two curb cuts nearest the intersection of Pendleton Pike and Franklin.
- B. Increase landscaping on the grass island at the corner of Pendleton Pike and Franklin.

39. 7990 PENDLETON PIKE

- A. Remove building and replace with an integrated center to connect with existing center in rear.
- B. Close curb cut and expand and lengthen landscape island along Pendleton Pike and Franklin Road.
- C. Landscape island with trees, shrubs, etc.

40. 8001 PENDLETON PIKE

- A. Close two curb cuts nearest Pendleton Pike and Franklin.
- B. Replace building with commercial structure.
- C. Landscape islands on Pendleton Pike and Franklin.
- D. Remove landscape island in rear of property bordering 8009 Pendleton Pike to provide for shared parking.

41. 4350 FRANKLIN ROAD

- A. Remove building.
- B. Landscape island should be lengthened and expanded. Trees, shrubs, etc., should be installed.

42. 8006 PENDLETON PIKE

- A. Close curb cut on Pendleton Pike nearest Franklin Road.
- B. Landscape island on Pendleton Pike and Franklin Road with trees, shrubs, etc.
- C. Restrict parking to east side of property and in rear.

43. 8009 PENDLETON PIKE

- A. Share parking with commercial structure at 8001 Pendleton Pike.

44. 8015, 8017 AND 8027 PENDLETON PIKE

- A. Replace both buildings with a commercial strip center or single commercial building.
- B. Close curb cut in front of 8017 Pendleton Pike nearest the residence.
- C. Create one entrance in front of the current residence, as the entrance near the property line with 8021 Pendleton Pike should remain open.
- D. Enclose vending machines and dumpsters at 8027.

45. 8020 AND 8028 PENDLETON PIKE
- A. Replace auto body shop with a C-4 commercial use.
 - B. Landscape islands on Pendleton Pike with trees, shrubs, etc.
 - C. Pave parking on east side and define parking.
46. 8050 PENDLETON PIKE
- A. Remove chain link fence along McCoy Street.
 - B. Install landscaping (trees, shrubs, etc.) along Pendleton Pike and McCoy Street.
47. 8101 PENDLETON PIKE
- A. Install a few landscaped islands in the parking lot.
48. 8102 PENDLETON PIKE
- A. Replace building with a commercial structure and C-4 use.
 - B. Install landscaping along Pendleton Pike and McCoy Street.
49. 8150 PENDLETON PIKE
- A. Install more landscaping frontage on Pendleton Pike (trees, shrubs, etc.)
 - B. Enclose vending machines.
50. 8140, 8142, AND 8280 PENDLETON PIKE
- A. Replace all three buildings with one commercial building.
 - B. Install more frontage landscaping along Pendleton Pike (trees, shrubs, etc.)
51. 8312 AND 8320 PENDLETON PIKE
- A. Replace both buildings with one commercial structure.
 - B. Close one curb cut in front of 8312 nearest 8230 Pendleton Pike.
 - C. Landscape island along Pendleton Pike (shrubs, trees, etc.)
52. 8345 PENDLETON PIKE
- A. Enclose dumpster.
53. 8370 PENDLETON PIKE
- A. Landscape island on Pendleton Pike (shrubs, trees, etc.)

54. 8401, 8375 AND 8347 PENDLETON PIKE

- A. Install landscape island on west side of 8401 near entrance.
- B. Screen with landscaping (trees, shrubs, etc.) along east property line of all three properties to buffer residences.
- C. Enclose dumpsters on all three properties.

55. 8424 PENDLETON PIKE

- A. Building is located too close to Pendleton Pike and should be removed and another building set back to replace.

56. 8427, 8431 AND 8435 PENDLETON PIKE

- A. Replace 8427 Pendleton Pike with a new commercial structure with access only from Pendleton Pike.
- B. Replace 8431 and 8435 Pendleton Pike with one commercial structure with access only from Pendleton Pike.

57. 8444 PENDLETON PIKE

- A. Landscape island on Pendleton Pike (trees, shrubs, etc.)

58. 8501 PENDLETON PIKE

- A. Remove one curb cut on east side.
- B. Landscape island on Pendleton Pike.
- C. Enclose dumpster.

59. 8550 PENDLETON PIKE

- A. Open an access between 8550 and 8502 Pendleton Pike.
- B. Close curb cut at 8548 Pendleton Pike (common entrance should be at 8550).

60. TRIANGULAR ISLAND AT INTERSECTION OF PENDLETON PIKE AND 46TH STREET

- A. Extensively landscape with trees, shrubs, etc.

61. 8601 PENDLETON PIKE

- A. Move dumpster to back of parking area.

62. 8606 PENDLETON PIKE

- A. Remove one pole sign.

63. 8610 AND 8612 PENDLETON PIKE

- A. Replace both with one professional building.
- B. Only one common entrance and exit should be present on Pendleton Pike.

64. 8625 and 8701 PENDLETON PIKE
 - A. Replace buildings with an office/professional building.
65. 8703 PENDLETON PIKE
 - A. Define one entrance and exit; install curbing.
 - B. Provide landscape strip in front along Pendleton Pike.
66. SUBSTATION BETWEEN 8850 AND 8606 PENDLETON PIKE
 - A. Landscape perimeter with buffering materials (shrubs, trees, etc.)
67. 8707 PENDLETON PIKE
 - A. Remove one pole sign.
68. 8750, 8752, 8754, AND 8756 PENDLETON PIKE
 - A. Install new commercial structure in parking area in front of 8750 Pendleton Pike.
 - B. Define curb cuts and islands should be landscaped.
 - C. Pave parking.
 - D. Screen outside storage behind 8750 Pendleton Pike.
69. 8800 PENDLETON PIKE
 - A. Landscape island on Pendleton Pike.
 - B. Buffer east and west property lines with shrubs, trees, etc.
 - C. Remove inoperable vehicles.
 - D. Screen outdoor storage in rear.
70. 8805 PENDLETON PIKE
 - A. Move sign away from right-of-way.
 - B. Landscape more at front along Pendleton Pike.
71. FRONTAGE OF 8810, ALL OF 8816 AND FRONTAGE OF 8820 PENDLETON PIKE
 - A. Remove mobile homes fronting on Pendleton Pike.
 - B. A retail center or retail uses are better suited for frontage property, with proper screening to buffer mobile homes behind.
72. 8851 PENDLETON PIKE
 - A. Close curb cut west of 8805 Pendleton Pike property line.
 - B. Landscape island along Pendleton Pike.
 - C. Remove numerous inoperable vehicles behind building.

73.8900 PENDLETON PIKE

- A. Landscape the island along Pendleton Pike.

74. 8949 PENDLETON PIKE

- A. Replace building with a professional-type building.
- B. New building should be similar in size and shape to 8989 Pendleton Pike.

75. 8989 PENDLETON PIKE

- A. Expand inward the landscape island at the corner of Post Road and Pendleton Pike.
- B. Increase landscaping on island noted above.
- C. Landscape along 8949 property line.

76. 8990 PENDLETON PIKE

- A. Landscape island at corner of Pendleton Pike and Post Road.
- B. Enclose vending machine.

77. 9001 PENDLETON PIKE

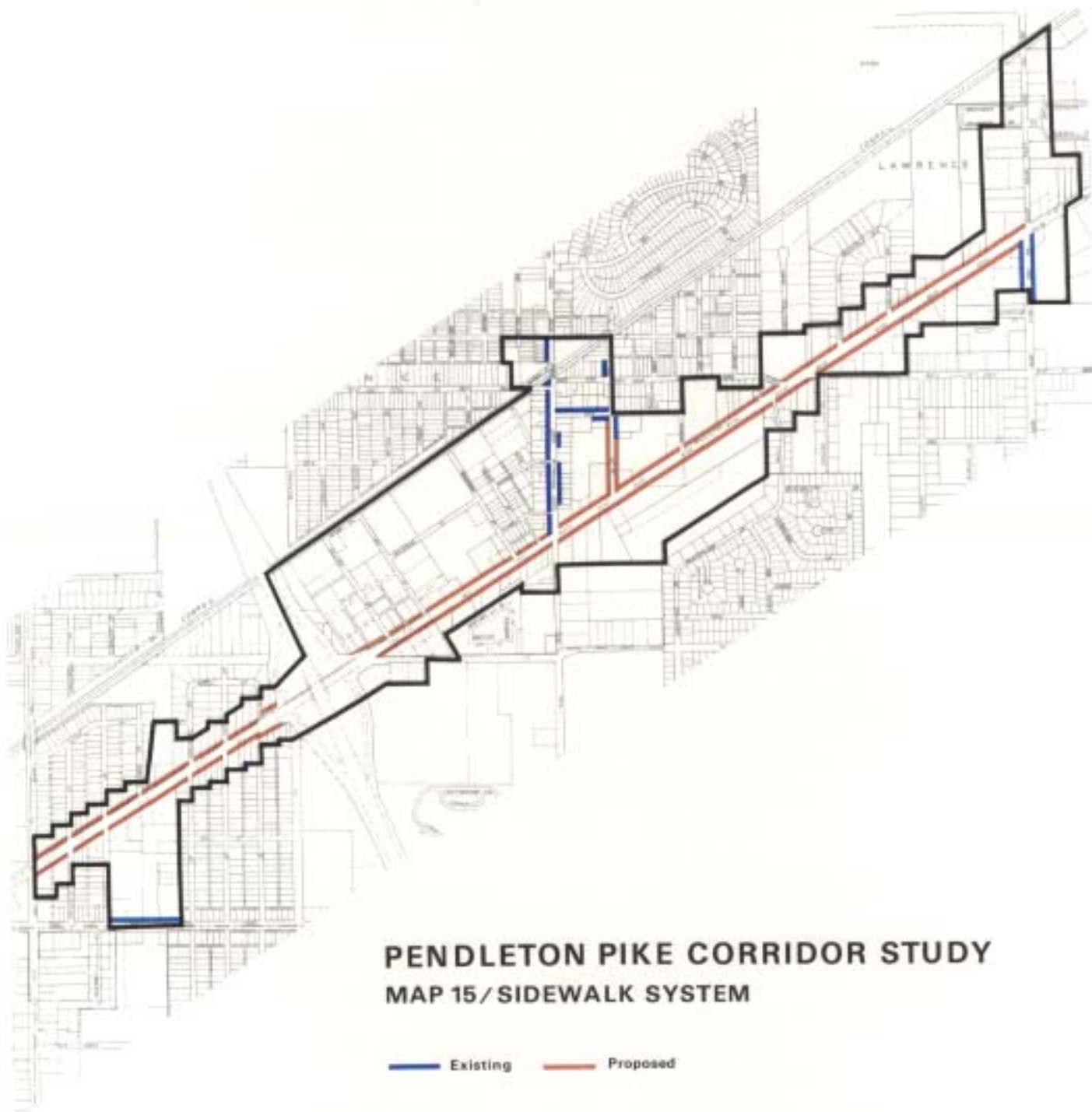
- A. Enclose dumpster.

78. 9002 PENDLETON PIKE

- A. Replace building with another commercial structure and a C-4 use.
- B. Extend landscape island at corner of Pendleton Pike and Post Road northward along Post.
- C. Close curb cut on Post Road nearest Pendleton Pike and landscape (shrubs, etc.) islands on Pendleton Pike and Post Road.

It is also recommended that all properties fronting on Pendleton Pike from Shadeland Avenue to Post Road install sidewalks to constitute safer pedestrian transportation.

Currently, there are 125 structures fronting on Pendleton Pike from Shadeland Avenue to Post Road. These specific Site/Design Recommendations call for the removal of 54 structures and new development of 27, causing a net decrease of 27 structures and a total of 98 structures remaining. Also, there are 168 curb cuts existing on Pendleton Pike from Shadeland Avenue to Post Road. These recommendations call for the closing of 38 curb cuts, leaving 130 open.



PENDLETON PIKE CORRIDOR STUDY
MAP 15/ SIDEWALK SYSTEM

— Existing — Proposed

The preparation of this map was
supported in part by a Community
Development Block Grant



PENDLETON PIKE BILLBOARD STUDY

As of January, 1987, there were six billboards existing within the boundaries of the Pendleton Pike Corridor Plan. Given the current regulations with respect to billboard location, as many as 22 more could legally locate within the boundaries of the Pendleton Pike Corridor Plan. Therefore the number could potentially jump from 6 to 28.

As stated in the "Signs" portion of the Pendleton Pike Recommended Standards for Development (section S-I, letter K), "since billboards have a very significant visual impact on the area in which they are placed and there are already a significant number of billboards on Pendleton Pike. . . .", no new billboards should be permitted in this area.

RECOMMENDED TAX ABATEMENT DEDUCTION PERIODS
FOR THE PENDLETON PIKE CORRIDOR PLAN

The Metropolitan Development Commission of the City of Indianapolis can, by resolution, allow a partial abatement of property taxes attributable to "redevelopment or rehabilitation" activities in "economic revitalization areas". The major criteria in designating an area an "economic revitalization area" is as follows.

"Whether there is compliance with the following statutory criterion: '(the area)...has become undesirable for, or impossible of, normal development and occupancy because of a lack of development, cessation of growth, deterioration of improvements or character of occupancy, age, obsolescence, substandard buildings or other factors which have impaired values or prevent a normal development of property or use of property.'"

In January of 1986, the Metropolitan Development Commission approved a resolution which allows enhanced tax abatement potentials for areas with an adopted neighborhood plan or corridor study.

Under terms of the resolution all commercial, industrial and multi-family residential areas of the City within the police and fire district are potentially eligible for up to a three, six or ten year abatement of the assessed improvements to a property. If, however, "...the project is located in a redevelopment area, local historic district or area which is the subject of a subarea plan (e.g., neighborhood plan, corridor plan) relative to which the Commission has adopted, by resolution, a policy stating the availability of economic revitalization area designation, the Commission shall use the tax abatement policy for the redevelopment area, historic district or subarea in determining whether economic revitalization area designation should be granted and if so, for what deduction period,...."

- This tool has been applied to the Pendleton Pike Corridor to assist plan implementation and revitalization of those areas currently suffering the greatest signs of disinvestment and/or deterioration.

The prepared map shows the recommended tax abatement deduction periods for the Pendleton Pike Corridor. Those businesses/sites which meet the Metropolitan Development Commission's standards and are or will be in conformance with aspects of this plan may receive up to the maximum tax abatement deduction periods shown.

In no case will any area receive a recommendation of less than the base deduction period as established by the Metropolitan Development Commission.

This policy is a major tool to aid in the revitalization of the area, as it will provide an added economic incentive for not only new investment in those areas in need, but will help implementation of the Plan.

It is important to note that the Metropolitan Development Commission of the City of Indianapolis has jurisdiction to award tax abatements to properties within the excluded cities (Beech Grove, Speedway, Southport and Lawrence). Those areas in the Pendleton Pike Corridor Plan in Lawrence can have abatement opportunities. Therefore, with some industrial abatement exceptions, tax abatement within the boundaries of the City of Lawrence could not occur without an adopted plan calling for this abatement.



ACTION PROGRAM

Implementing Partners:

MDC - Metropolitan Development Commission
 COL - City of Lawrence (Administration and Economic Development Commission)
 DOP - Division of Planning, Department of Metropolitan Development
 DDS - Division of Development Services, Department of Metropolitan Development
 DEHD - Division of Economic and Housing Development, Department of Metropolitan Development
 IPO - Individual Property Owner
 IDOT - Indiana Department of Transportation

<u>Recommendations</u>	<u>1987/ 1988</u>	<u>1988/ 1989</u>	<u>Long- term</u>	<u>Implementing Partners</u>
1. Initiate with individual property owners the rezoning of property to conform with the Priority 1 rezonings in the Plan.	X	X		MDC, COL, DOP, IPO
2. Initiate with individual property owners the rezoning of property to conform with the Priority 2 rezonings in the Plan.			X	MDC, COL, DOP, IPO
3. Remove vacant, deteriorated structures allowing for possible redevelopment.	X	X		DDS, COL, DOP, IPO
4. Promote and assist the development of vacant structures and vacant property.	X	X		COL, DOP, DEHD, IPO
5. Promote and assist the development of extensive landscaping along the frontage properties of Pendleton Pike.	X	X	X	COL, DOP, IPO
6. Promote and assist the development of sidewalks along both sides of Pendleton Pike.	X	X	X	COL, IDOT, DOP, IPO

<u>Recommendations</u>	<u>1987</u>	<u>1988</u>	<u>Long-</u> <u>term</u>	<u>Implementing</u> <u>Partners</u>
7. Promote and assist the development of sidewalks along both sides of McCoy Street from Pendleton Pike to 45th Street.	X	X	X	COL, DOP, IPO
8. Remove single-family dwellings where industrial development would be more appropriate.			X	IPO
9. Close many unnecessary curb cuts as development occurs.	X	X	X	IDOT, COL, DOP, IPO
10. Encourage present and future businesses to follow the Pendleton Pike Design Standards for aesthetic continuity and improvement.	X	X	X	COL, DOP, DDS, IPO

PART THREE
DESIGN STANDARDS

PENDLETON PIKE RECOMMENDED STANDARDS FOR DEVELOPMENT

The following standards are recommended for Pendleton Pike between Shadeland Avenue and Post Road to:

- (1) guide the development of the corridor plan for the area,
- (2) give property owners and developers a clear idea of what type of development is appropriate in this area, and
- (3) establish guidelines for City planning staff review of zoning and variance cases and the review of any development seeking public assistance or funding.

The design standards will not replace existing zoning ordinances. They deal with many of the same topics as zoning ordinances, but are standards that are tailored to the Pendleton Pike area. Zoning variances may be necessary for situations where these recommended standards conflict with the requirements for zoning ordinances. The benefits to be gained by applying the standards to area projects, for the individual property owner and for the improved image of Pendleton Pike, will justify the variances to the zoning ordinances.

STANDARDS FOR COMMERCIAL DEVELOPMENT

One of the most distinctive features of an older commercial area is its buildings. Building size, shape, color, materials, etc. do much to establish the character of an area no matter what style or age the buildings are. For any commercial area to have an identifiable character there needs to be some common elements that run through the area e.g., similar architectural style, building age, building materials, etc.

ARCHITECTURAL COMPONENTS

The reasons for developing building design standards are to make sure that new buildings or newly remodeled buildings:

1. Are compatible in color, style, construction, location, etc. with the surrounding environment, and
2. Are easily identifiable with the type of business that they contain.

A-I Building Setback and Yards

- A. Front Setback/Side and Rear Yards - Front, side and rear yard setbacks on Pendleton Pike vary greatly and any new development should have setbacks similar in depth to surrounding, existing development.

In any block in which an existing yard depth and setback is established (by existing legally established structures within the same COMMERCIAL DISTRICT) for

more than twenty-five percent (25%) of the frontage of the block (or distance of two hundred [200] feet in each direction, whichever is the lesser), the required (by the Commercial Zoning Ordinance) minimum yard depth and setback for any new building shall be the average of such established yards. Provided, however, that in no case shall such minimum required setback be less than ten (10) feet.

Typically side and rear yards in the area have been used for loading and front and side yards for parking. It is recommended that these uses continue where they meet the standards for parking, loading setbacks, screening and transitional yards. Whenever possible, parking and loading facilities for several different businesses should be merged so that duplication of these facilities is minimized.

B. Transitional Yards - Transitional yards (where required yards abut or are across the street or alley from a residential, special use or park district) should be a minimum of three to six feet deep and contain either a landscape strip, fence or wall (described later).

C. Building orientation - Buildings on Pendleton Pike have historically been oriented parallel to Pendleton Pike or parallel to the surrounding north/south street system. The orientation of new buildings should be based on adjacent buildings and surrounding streets.

A-II. Building Shape - Buildings in the study area generally have facades and floor plans that are rectangular. In general, new buildings should conform to this.

A-III. Building Materials - Significant commercial buildings in the Pendleton Pike area are made principally of metal, glass, brick, limestone concrete block or stucco. In general, new buildings should be made of the same materials.

Side and rear facades of buildings not visible from streets can be made out of materials other than those used on facades seen from streets, but they should be painted or otherwise treated to be compatible with the visible facades.

Materials used in remodeling older buildings should be of a quality and style typical to commercial buildings and compatible with the existing elements of the buildings on which they are placed. Materials such as wooden doors with no windows, rough sawn siding and

wooden shakes often look out of place on commercial buildings in this corridor, and thus they are not encouraged for use.

Mansard and other ornamental type roofs should not be added to buildings because they often cover up or detract from the original character of the building. They also quite frequently become maintenance problems.

Any materials used in the Pendleton Pike area should be as durable and maintenance free as possible. Brick buildings that have never been painted should be painted only if it is necessary for preservation of the bricks. Painting often takes the character away from a brick building and also necessitates more frequent maintenance than a plain brick building.

- A-IV. Building Color - Typical colors on older commercial buildings are in a neutral range and primarily the natural colors of the materials (i.e., the colors of brick, stone, metal, etc.)

New colors should conform to this.

Color should never be the most immediately noticeable feature of a building.

- A-V. Storefronts - Storefronts in the study area typically contain doors and windows. New commercial construction should also contain windows and doors on facades facing streets.

New facades should have the same general proportions of storefront framing and window size as older buildings in the area. Similarly when buildings are remodeled, these proportions should not be destroyed.

- A-VI. Building Height - Commercial buildings on Pendleton Pike are typically one story tall. It is recommended that new retail buildings be single story buildings. Office buildings, motels, apartment buildings, etc. can be more than one story.

- A-VII. Handicapped Access - Retail stores that attract a large segment of the general public (supermarkets, ice cream parlors, bakeries, drugstores, discount stores, etc.) and offices that similarly attract the public (banks, public offices, office buildings containing several offices, etc.) should provide handicapped access from parking areas into the building.

The handicapped access from parking areas to an accessible building entrance should follow American National Standards Institute specifications for site and building access. The standards are included as a part of the

Uniform Building Code. The building accessibility part of the code in general requires that most buildings used by the public should have "at least one primary entrance . . . which is required to be accessible and usable by the physically handicapped and be on a level that would provide accessibility to the elevators where provided."

- A-VIII. Security Screens - Security screens should be the type that allow views through to the storefront when closed; they should be similar to those used in shopping centers. Security screens should be hidden from view when not in use. Completely opaque screens, similar to garage doors, take all of the interest out of the streetscape and therefore should not be used.

Permanently fixed bars on storefront windows should not be permitted.

- A-IX. Mechanical Equipment - Elements of mechanical equipment such as air conditioners, exhaust vents, heating ducts, micro wave dishes, and antenna, should be as much out of public view as possible.

They especially should not be visible from surrounding streets.

- A-X. Awnings - Awnings are fabric structures extended over building doors or windows for the purpose of shading windows or providing weather protection for pedestrians. Recently, awnings have also been used as signs. Awnings can be curved, concave, concave with sides, convex with flat sides and convex with curved sides.

Awnings placed on buildings with more than one ground floor tenant should all be of the same type although they may be of different colors.

Awnings should fit within the bays of storefronts and reflect the storefront proportions. They should be a minimum of eight feet above the sidewalk and should project no more than five feet from the building face.

Awnings should be supported by the building on which they are placed. They should not be supported with vertical members.

Awnings can have the name of the business and business address, that represents the primary business at that address. Lettering should be limited to 15% of the surface area of the awning. There should be no cartoon characters on awnings.

Awnings can be colorful (striped also) but the colors used should not contrast significantly with surrounding environment.

Metal, fiberglass or wooden awnings should not be permitted.

- A-XI. Canopies - Canopies are roof-like projections over doors and windows or they are fabric or roof-like sidewalk covers constructed for the purpose of providing weather protection for pedestrians or accentuating entries.

Any canopy attached to a building should be made out of materials compatible to those on the building, should fit within the storefronts and should reflect the storefront proportions. They should be a minimum of eight feet above the sidewalk.

In cases where it is desirable to cover a sidewalk with a canopy, any canopy supports should be out of the way of pedestrian flow and the roof should be as transparent as possible.

- A-XII. Marquees - Marquees are roof-like projections over entrances which sometimes contain signs. They provide weather protection for pedestrians and accentuate entries. There are no marquees in the area and any new one installed would look out of place. Marquees, therefore, should not be permitted in the area.

- A-XIII. Walk-up Windows - Exterior walk-up windows should be located so that they are safe and convenient for customers to use.

- A-XIV. Outdoor Displays - There should be no outdoor display of products (e.g., appliances, rolls of carpet, lawn care items, etc.) in the area between the front of the building and the street right-of-way, in any required yards and in any off-street parking or loading areas. It is understood, though, that it is necessary for automobile dealerships to display automobiles in front yards.

- A-XV. Miscellaneous Attachments to Facades - No item attached to the facade of a building and located above a public sidewalk should extend lower than eight feet above the sidewalk. This includes ornamental lights, awnings, canopies, marquees, roof brackets, flags, etc.

STREETSCAPE AND SITE DESIGN COMPONENTS

The design of the streetscape (e.g., sidewalk surfaces, trees, grass strips, shrubs, etc.) and the layout of commercial development sites can have as significant an impact on the surrounding environment as the architecture of commercial structures. Potential customers need to feel comfortable with the area in which they shop. They need to feel that it is safe and easy to get around. Customers need to be able to leave their cars in a convenient location and have a safe and interesting walk to their destination.

The reasons for developing streetscape and site design standards are to make sure that:

1. Automobile circulation is safe and easy for the motorist to understand.
2. Loading areas operate efficiently and are as much out of public view as possible, and
3. The motorist/pedestrian environment is interesting and attractive.

SD-I. Streetscape Components

Examples of streetscape components are benches, trash receptacles, planters, kiosks, bus shelters, ornamental lights, landscaping, banners, flags, sidewalk surfaces, outdoor restaurants, bollards, fountains, statues, monuments, bike racks, and telephone booths.

Street furniture should be used sparingly and only when there is an obvious need. It should be compatible with its surroundings. Street furniture (such as benches and planters) is sometimes of poor quality and improperly maintained after installation. Many times it is placed where it will never be used.

Materials used in street furniture should be as durable and vandal proof as possible and require a minimum of maintenance. Street furniture that is not maintained should be removed.

Street furniture should not be placed so that it interferes with car doors, people entering stores from the street, fire access, etc.

- A. Benches - Benches should be made of durable materials and weigh enough or be fastened in place so that they cannot be easily moved out of place. They should be comfortable to sit on with a seat that is at least eighteen to twenty inches wide and eighteen to twenty inches off of the pavement. The seat should have at least a four inch overhang to provide space for heels. Two feet of leg space should be provided so that the legs of those seated will not block walkways.

There should be no advertising on benches.

- B. Trash receptacles - Trash receptacles should be of simple design, made of durable materials, and weigh enough or be fastened in place so that they cannot be blown over by the wind. The opening on trash receptacles should be no higher than 3 feet. Open top

receptacles are the easiest to use but are open to the elements and should contain weep holes. They expose trash to the public view and need to be emptied often.

Trash receptacle tops with open sides, either with or without spring loaded doors, are a little more difficult to use but hide the trash better.

There should be no advertising on trash receptacles.

- C. Kiosks - In areas where there is a significant demand to post notices and there is enough room, kiosks provide a logical place to post them.

If used, kiosks should be durable and designed at a human scale. If they are open to the free use of the public (not covered with glass or plastic) no portion of the display space should be above an easily reachable height.

- D. Bus Shelters - In cases where significant numbers of pedestrians wait outside, especially at bus stops, some type of waiting area should be provided. This could be anything from a simple seating area to a bus shelter. All waiting areas should be out of the pedestrian flow of the sidewalk.

If a bus shelter is used, it should be designed to blend into the surrounding area and be as unobtrusive and simple as possible. Bus shelters should be as comfortable as possible but not be designed in such a way that they attract vagrants.

Bus shelters should be as durable and maintenance free as possible.

- E. Pedestrian lighting - The purposes of pedestrian scale lighting are to illuminate pedestrian ways, provide security, and to enhance the identity of distinctive areas.

Fixtures selected for a specific site or area should be decorative but at the same time have some relationship to the history or physical features in the area. They should be functional and provide good rendition of color at night.

Typical mounting height of pedestrian fixtures is ten to fifteen feet. Light fixtures should be spaced apart in such a manner that the minimum average maintained horizontal footcandle does not fall below .9 footcandle.

F. Landscaping - Plants can be used not only to add beauty and interest to otherwise hard surface commercial areas but they can also help to clean the air of pollution and buffer undesirable views, noises, winter winds and harsh sunlight.

1. Street trees - Trees should be selected on the basis of their durability, height, form, color and amount of maintenance required.

Street trees should be medium or large trees with a single straight trunk to eight feet above ground before branching. They should be planted in the ground and not in containers.

Trees planted in urban environments should be a minimum of three inch caliper at time of planting.

Shrubs - Shrubs should be selected on the basis of their durability, height, form, color and amount of maintenance required.

Shrubs used for screening should have dense growth and be at least thirty-six inches high at time of planting.

For more information on the types of trees, shrubs, hedges, and ground covers to use in Indianapolis with information about how to plant and maintain them, see the Division of Planning booklet, Trees and Design on the Indianapolis Landscape.

3. Tree guards - If tree guards are used on public sidewalks of fifteen feet or less, they should not have an outside diameter greater than one foot six inches. The wide horizontal tree guards either obstruct car doors or the sidewalk. Flat tree grates that can be walked on are a better way of protecting the base of trees.
4. Planters - In-ground planters are preferred over pots, planter boxes or raised planters. Plants usually survive better if they are not exposed to wind and cold as they are in pots, planter boxes or raised planters. In-ground plantings are more natural and more easily removed if not wanted. A planter box full of dirt is difficult to remove.

In-ground planters should be used year round with seasonal flowers. If possible, evergreens should be placed in them for the winter months.

- G. Banners - Banners are pieces of fabric that bear emblems, mottos, slogans, etc. Banners are not permitted by the sign ordinance except during a seven

consecutive day period related to a "grand opening" and for a period beginning two weeks prior to and ending three days following May 30 of each year, in relation to the "500" Festival.

- H. Flags - Flags are pieces of cloth that contain symbols or patterns used as national, state or local organizations. They are affixed to a flag staff attached to the building facade or a vertical flag pole. Flags should not be mounted as banners on building facades or horizontally project into the right-of-way where they will block significant views.

Flags are not to be permitted as signs.

- I. Sidewalk surfaces - Sidewalks should be made of concrete, stone or brick. Patterns of contrasting materials can be created to provide interest and help to delineate paths, activity areas and crosswalks.

Sidewalk surface materials should be integrated into the overall design concept for an area and be compatible with the street furnishings selected for an area. In no case should the sidewalk surface be so busy that it dominates the image of an area.

Unit masonry should be laid on a smooth and rigid base, so that a level walking surface is provided. Extremely rough walking surfaces, such as cobblestones, should not be used.

- J. Outdoor restaurants - Outdoor restaurants on Pendleton Pike should be entirely on private property and located next to retail business property. Outdoor restaurants should be adequately separated from pedestrian and automobile traffic to provide for the comfort and safety of the patrons.

- K. Automobile barriers - Automobile barriers should be placed at the outer limits of roadways and parking areas. Concrete or asphalt curbing is a typical barrier. Railroad ties, utility poles laid down, concrete wheel guards and wood timbers should not be used as curbs.

In areas where a curb is not desirable, some form of separation of vehicles and pedestrians should be provided. Options are bollards, low walls or post and chain.

Bollards are vertical posts approximately twenty to thirty inches in height. They should be made of metal or concrete and should be spaced no greater than five feet apart and no closer than three feet. Concrete bollards should have a scale and design that is

compatible with other street furnishings in the area where they are placed. If pipe bollards are used, they should be at least four inches in diameter and capped and painted.

If low walls are used, they should be compatible in materials and design with the adjacent buildings and be at least thirty-six inches in height but no higher than forty-two inches.

If posts and chains are used, they should be metal and not plastic. Posts should be no higher than thirty inches. Both the posts and chains should be painted to prevent rusting.

Guard rails should not be used as vehicle barriers in areas visible to the public.

- L. Bicycle racks - If bicycle parking is provided, it should be convenient enough to cyclist destinations that it will be used, and yet the parking area should be out of the way of major pedestrian movement. Bicycle parking should be in an area that has constant surveillance to help prevent bicycle theft. Spacing of parking stalls should be at least two feet to allow for easy circulation in and out. Racks that allow for locking both the wheels and the frame are most desirable.
- M. Telephone booths - Exterior pay telephones should be the stand up pedestal type or they should be on the side wall of a building. Telephones should not be oriented so that they attract use by motorists from their cars. This type of orientation compounds traffic circulation problems.
- N. Vending machines - Vending machines, other than newspaper vending machines limited to four feet tall by one foot six inches deep by two feet wide, should not be placed in the public right-of-way. No vending machine should be placed in front of the front building line and should be within an area that is specifically designed for their installation so that they do not block sidewalks, interesting aspects of a storefront or store windows.
- O. Fountains, statues and monuments - While there are now few fountains, statues and monuments on Pendleton Pike, it may become desirable to place such an item in the area. In general, these items should be durable, out of the path of pedestrian flow and designed to fit the site they are to occupy.

SD-2. Components of Site Design

Components of site design are parking, landscaping, fences and walls, earth work and loading areas. Development sites should be laid out so that vehicle and pedestrian circulation is both safe and logical.

A. Parking - In an area such as Pendleton Pike that depends heavily on customers arriving in automobiles, parking is very important. It should not intrude on pedestrian environments, and yet it should be easy for the motorist to find.

1. Parking layout - Parking entrances, exits, aisles, bays and traffic circulation should be designed and constructed according to the specifications in Architectural Graphic Standards, Seventh Edition, Ramsey and Sleeper, John Wiley and Sons, Inc., New York, N.Y., except that parking spaces should be provided as set forth below.
2. Standard size car parking - Parking spaces for standard sized cars should be not less than nine feet in width and eighteen feet in length; provided, however, that the total usable parking space shall be, in no instance, less than one hundred eighty square feet in total area.
3. Small car parking - Public parking lots can be laid out with up to 25% small car spaces which are seven and a half feet by fifteen and laid out according to Architectural Graphic Standards.

These spaces should be appropriately marked as small car parking.

4. Screening - Parking lots should be screened on all sides where they do not abut buildings. This may be either an architectural screen or a plant material screen.
 - a. Architectural screen - Fences or walls should be of "wrought iron" (steel, aluminum, iron), brick, stone or materials which are compatible with surrounding buildings. Such a wall shall be at least thirty-six inches in height but no higher than forty-two inches to restrict any view through it. If a "wrought iron" type fence is used it should either be landscaped in front or sit on a thirty-six inch wall to facilitate screening.
 - b. Plant material screen - A compact hedge of evergreen or deciduous shrubs, at least thirty-six inches in height at the time of

planting. Screening should be provided in a strip between three and six feet wide. Trees should be included in the strip with spacing depending on species. They should be at least three inches caliper at time of planting. The ground area between such wall, fence or hedge and the front lot line should be planted and maintained in grass, other suitable ground cover, or shrubbery. All shrubs and trees should be planted, balled and burlapped.

5. Parking access - Public parking lots in commercial areas should not use alleys that have established residential uses or residential zoning abutting them.

Parking lots should have direct access to an alley or street in such a manner as to minimize interference with traffic movement and should be so designed and located that vehicles should not back from or into a public right-of-way.

6. Parking surface - The ground surface of every parking lot in a commercial area should be paved with brick, concrete, asphaltic pavement or a similar paving that is durable and dust free. The hard surface should have a definite edge to it: metal edging, curbs, sidewalks, walls, planters, etc.
7. Parking space markings - Parking spaces should be marked by surface paint or change in materials.
8. Parking illumination - Lighting should be provided in parking lots that are used at night. The lighting equipment should be located, shielded and directed so that the lighting distribution is confined to the area to be lighted.

Lighting levels for outdoor parking areas should be 2.0 footcandles. Lightpoles should be at least twenty feet high but not more than fifty feet high.

9. Wheel stops - Where a parking lot abuts a public sidewalk or a landscape strip, wheel stops or curbing should be placed two to three feet from the sidewalk to avoid bumper overhangs into the walk or landscape strip.
10. Handicapped parking - Retail stores that attract a large segment of the general public (supermarkets, ice cream parlors, bakeries, drugstores, etc.) and offices that similarly attract the public (banks, public offices, office buildings containing several offices, etc.) should provide parking for the handicapped.

Parking for the handicapped (13 feet wide) should be provided in public parking lots in the following ratios:

<u>Total Parking in Lot</u>	<u>Minimum Number of Accessible Spaces</u>
1 - 25	1
26 - 50	2
51 - 75	3
76 - 100	4
101 - 150	5
151 - 200	6
201 - 300	7
301 - 400	8
401 - 500	9
501 - 1000	2% of Total
Over 1000	2% plus 1 for each 100 over 1000

- B. Front yards - Front yards, where space is available and landscaped front yards are typical, should be landscaped in an open pattern in grass and shrubbery, trees and/or hedge to provide a partial screening of the commercial use. An ornamental, decorative fence or masonry wall, may be used in conjunction with the landscaping.

- C. Fences and walls - Fences or walls in the study area should be of the types described in SD-2, A, 4.

Except as a temporary use during construction, chain link should be used only sparingly in the Pendleton Pike area. When used it should not (a) be permitted on sites that contain no structure, (b) be located in yards abutting public streets or on the front property line, (c) be visible from surrounding public streets, (d) be adjacent to or within 200 feet of residential units, and (e) be any finish other than vinyl clad or painted.

Barbed, concertina, or razor ribbon wire topped fences are not appropriate in commercial areas except for certain industrial sites and, in rare instances, certain commercial sites where it is out of public view.

- D. Earth berms - Berms may be used in conjunction with landscaping to separate conflicting uses as well as buffer noisy or unattractive areas. They are earthen barriers with sloping sides located between areas of approximately the same elevation. They should be landscaped sufficiently to deter erosion and yet they should allow natural surveillance beyond.

E. Loading and service drives - Off-street loading should be provided for commercial uses in the study area in accordance with the Commercial Zoning Ordinance which is generally summarized below.

1. Minimum area - Each off-street loading space should be at least twelve feet in width by at least fifty-five feet in length, exclusive of aisle and maneuvering space, and should have a vertical clearance of at least fifteen feet.
2. Location and setback - All required loading spaces should be located on the same lot as the use served, and should be so designed and located that trucks should not back from or into a public street.

No open loading space should be located in a minimum required front, side or rear yard.

3. Screening - Any loading space on a lot abutting a residential district, separated by an alley from a residential district, or visible from major streets should be enclosed within a building or screened and landscaped.
4. Surface of loading area - All open off-street loading areas should be paved with concrete or asphalt pavement to adequately provide a durable and dust free surface free of weeds.

SIGNS

The primary purpose of signs should be to identify a place of business so that it can be found by potential customers. Signs should not dominate the environment (buildings, landscaped areas, vistas along streets, etc.) in which they are placed. When signs are allowed to dominate their environment, visual chaos results and information offered to the public becomes difficult or impossible to comprehend. A set of sign standards should achieve business identification and a brief description of the primary goods or services provided.

Development of sign standards that are more detailed than the Sign Regulations of Marion County Indiana are to make sure that signs are:

1. Compatible in color, style, construction, location, etc. with the surrounding environment,
2. As simple and straightforward as possible in identifying businesses and their primary products,
3. Easy to read, and
4. Not in competition with or confused with traffic control or safety devices.

Standards

S-I. Sign Types:

- A. Projecting sign - a sign that is attached to a building and projects outward more than eighteen inches. Projecting signs can block scenic views and neighboring signs, so projecting signs are recommended only on facades that do not front on streets (they may be on facades facing on streets if they are more than 50 feet from the right-of-way line).
- B. Pole sign - a sign which is supported by one or more uprights from the ground. Pole signs are typical on Pendleton Pike and, therefore, new pole signs are appropriate in the area. Pole signs should be fifteen feet from the right-of-way lines. Pole signs, similar to projecting signs, can block scenic views and neighboring signs, so it is recommended that, as much as possible, signs for several tenants should be combined on one pole.
- C. Ground sign - a sign which is supported from the ground with a sign surface extending downward to or near ground level. Ground signs, as permitted by the Sign Ordinance, may be no taller than four feet in height.

- D. Wall sign - a sign which is affixed to an exterior wall of a building, but which does not constitute a projecting sign. Since wall signs effectively identify businesses but do not block views, they are highly recommended for Pendleton Pike.

Content on wall signs should be limited to the identification of the business only. "Laundry lists" of products should be in the form of window signs.

- E. Roof top sign - a sign affixed to the roof of a building. Roof signs are fairly typical on Pendleton Pike. New roof signs may be acceptable but only if the apparatus to support the sign should not be visible from surrounding streets.
- F. Vertical sign on a building facade - a sign running continuously from the lower level to the upper level of a building, either a projecting sign or a sign flat on the building. Since this type of sign is not common on Pendleton Pike (few buildings above one story), and since it can have the same effect of blocking views as a projecting sign, this type of sign should not be permitted for the study area.
- G. Cube sign and other signs with more than two faces - a sign with more than two faces in the form of roof top, projecting, ground or pole sign. Since these signs are necessarily bigger than a single or double faced sign, they should not be permitted in the study area.
- H. Awning sign - a sign on a fabric structure extended over a building door or window. Awnings can have the name of the business, and business address that represents the primary business at that address. Since awnings used as signs combine the functions of identifying the business, shading windows and protecting pedestrians from the weather, they are recommended for Pendleton Pike. One drawback is that when a business changes they have to be changed also.
- I. Marquee sign - a sign on a roof-like projection over entrances. A movie marquee is an example. Since this type of sign is not common in the study area and it has the same effect of blocking views as a projecting sign, it should not be permitted in this area.
- J. Canopy sign - a sign on a roof-like projection over a door or window or on a fabric or roof-like sidewalk cover. When canopy signs are used in the study area, they should be integrated into the architecture of the building on which they are placed.

- K. Billboard - a sign supported from the ground, affixed to a wall or building roof for a series of alternating advertising. Since billboards have a very significant visual impact on the area in which they are placed and there are already a significant number of billboards on Pendleton Pike, it is recommended that new billboards be constructed only in the areas proposed in the plan for C-5, C-6, and industrial zoning. All other billboards should be phased out as leases expire.

It is further recommended that the number of billboards in the Pendleton Pike study area not exceed the number of legally established billboards currently existing (or having obtained permits) by the date of adoption of this plan.

- L. Window sign - a sign placed in, behind, affixed to or painted on a window so that it can be seen from the public right-of-way. Included are neon signs, temporary sale signs, sign boards, and painted signs. Window signs are common in the study area, and therefore they are recommended for future use.

Window signs may be used to identify the business, list major items sold or advertise sales or prices (sales and price signs should be only temporary).

- M. Miscellaneous signs - There are certain types of business identification that do not fall into any of the above categories such as large balloons, either on the ground or in the air; pennants; portable signs; large statue-like figures; immobile vehicles with signs on the sides, etc. These types of signs are not permitted by the Sign Ordinance.

In general these types of signs simply add to the visual chaos of an area, and therefore are not recommended for Pendleton Pike.

S-II. Classification of Content:

- A. Advertising sign - a sign which directs attention to any business, product activity or service that is not the primary business, product, activity or service conducted on the premises upon which such sign is located.
- B. Business sign - a sign which directs attention to a business, building, product, activity or service manufactured, sold or offered on the premises where such sign is located. Business signs should not contain advertising such as the logo of a product that is not the primary product sold on the premises.

It is assumed that every business in the study area may have at least one business sign.

- C. Incidental sign - a sign that designates accessory uses direction, identification, information or real estate for sale, rent or lease. It is assumed that businesses in the study area will have need for incidental signs.

S-III. Sign Construction:

- A. Materials - In general signs should be constructed out of durable materials that are compatible with the surrounding area or the building on which they are placed.
1. Wooden sign - a sign constructed primarily of either wood or plywood. Wooden signs are fairly common in the Pendleton Pike area, especially painted plywood. As long as they are well maintained, wooden signs are acceptable in this area.
 2. Metal sign - a sign constructed primarily of metal, either painted or natural finish. It may be a continuous sheet or individual letters. Metal signs are acceptable in the study area.
 3. Plastic sign - a sign constructed primarily of plastic, although it may be a plastic face in a metal box. It may be in the form of a continuous sheet or individual letters. Plastic signs are both common and acceptable on Pendleton Pike.
 4. Neon sign - a sign made of glass tube filled with neon gas which glows when an electric current passes through it. They are usually placed inside store windows. Neon signs are acceptable in the study area.
 5. Electronic message sign - a sign made up of many individual light bulbs set in a grid and electronically controlled to change the message on the sign. This is not a common sign type in the study area and, therefore, it is not recommended for use in the area.
 6. Changeable copy sign - a sign board with lettering that can be manually changed to alter the sign message. These signs are acceptable in the study area. Twenty-five percent of any wall, roof, pole or projecting sign may be a reader board sign.

7. Painted sign - a sign painted directly on the surface of a building. Even though this type of sign has been used on Pendleton Pike before, it should not be permitted in the study area especially in situations where the surface to be painted has never been painted before. When tenants change it is easier to remove a separate sign than it is to remove paint from a building wall.

- B. Sign color - In general signs should have colors that are compatible with the immediate environment in which they are placed. Sign lettering should contrast with the background it is placed on so that it can be read, but it should not contrast so much that it dominates the surrounding environment.

The color of individual letter signs should complement the surface they are placed on. The dominate feature of any sign that has a background should be the lettering and not the background. Similarly, internally lit signs should generally have a dark background and light letters to feature the letters and not the background.

- C. Sign illumination - If it is necessary to illuminate a sign for use at night, it should be done in such a way that the means of lighting does not dominate the sign.

1. External illumination - lit by shining lights on the sign. This can be accomplished in a number of ways: concealed ground lights, valance lights, shaded spot lights, etc. Bulbs in fixtures that are used for external illumination of signs should be concealed from public view. In no case should bare bulbs be used to illuminate or draw attention to a sign.

2. Internal illumination - lit by fixtures inside the sign that shine through a translucent surface.

Both internal and external illuminated signs are appropriate in the study area. Neither type of illumination should be by flashing lights, though.

- D. Sign letters -

1. Style - Style of lettering should be selected on the basis of legibility. Helvetica with a combination of upper and lower case letters is an example of an easy to read lettering style. The letters need to be simple and open.

2. Height - A typical maximum height for sign lettering on Pendleton Pike is twenty-four inches. This should be the maximum permitted in the area.

E. Sign location -

1. Pole sign - If a pole sign is used (see S.I.B. above), the bottom edge of the sign should be at least nine feet from the ground, the top edge no higher than twenty feet and all portions of the sign should be behind the existing building setback lines from adjacent street rights-of-way.
2. Ground sign - Ground signs should also have all portions of their structure behind existing right-of-way lines.
3. Wall sign - Wall signs should be located on the strip of building front located between the top of the first level windows and the top of the facade on one story buildings, and between the top of the first and the bottom of the second level windows of a multi-story building. They should be located only on the front of building facades with frontage on public streets. Wall signs should be applied so that they blend in with the details of the storefront and not cover decorative brick work, transom windows, etc.
4. Window sign - Opaque signs placed on windows should be out of the normal vision lines for people on the sidewalk, usually at the top of the window. Name of business signs that can generally be seen through (individual letters) can be at eye level.
5. Incidental sign - Since most incidental signs are smaller than advertising and business signs, and since they may serve a number of different functions, the location of these signs must be reviewed individually.

It should be said, though, that they should not impede the vision of motorists or be placed in the right-of-way.

F. Sign size -

It is recommended that the maximum amount of sign square footage for all signs on any one street frontage of a business is one hundred square feet.

The maximum recommended size for each sign type on Pendleton Pike is shown below:

1. Pole sign -

<u>Linear Ft. or Frontage</u>	<u>Max. Sq. Ft. of Sign Surface</u>
0 - 100	60
100 - 200	100
200+	250

Integrated center - In addition to wall signs (100 sq. ft. each max.), businesses in an integrated center may have signs on a combined pole sign. Each of these signs should be no larger than 24 sq. ft. There may be an additional sign on the pole identifying the center. These signs should be no larger than 70 square feet.

Where two or more businesses want to combine signs on a pole or poles and they are not a part of an integrated center, these signs should conform to the size limitations for individual pole signs.

	<u>Max. Sq. Ft. of Sign Surface</u>
2. Ground sign -	24
3. Wall sign -	Total of 100
4. Projecting sign - (not on a facade fronting on a street unless 50 ft. from R.O.W.)	24
5. Window sign - Permanent - Temporary - (window signs should allow normal vision into store windows)	25% of glass 15% of glass
6. Incidental sign -	6
7. Roof sign - (apparatus to support the sign should not be visible from streets)	50

G. Number of Signs -

1. Corner Lots
One roof sign and two wall signs,
or
One pole sign and two wall signs,
or
One projecting sign and two wall signs,
or
One ground sign and two wall signs,
or
Three wall signs.
2. Interior Lots
One roof sign and one wall sign
or
One pole sign and one wall sign
or
One projecting sign and one wall sign
or
One ground sign and one or two wall signs.

If an interior lot has a frontage of more than one hundred feet in width, then the property may have the same number and combination of signs as described above for corner lots.



PENDLETON PIKE CORRIDOR PLAN
VARIANCES 1971-1986

1. Case Number: 71-UV1-121
Location: 7201 Pendleton Pike
Proposed Use: Open Air Sales
Staff Comment: No comment on file.
Board Comment: Permits sales of garden supplies and Christmas decorations.
2. Case Number: 73-UV1-151
Location: 7001 Pendleton Pike
Proposed Use: Service Station
Staff Comment: Recommends approval with all trailers and trucks confined behind building, and south property line should be screened.
Board Comment: Same with hard surfaced parking.
3. Case Number: 75-UV3-70
Location: 7437 Pendleton Pike
Proposed Use: Restaurant with carry out
Staff Comment: Recommends approval with a 6' solid fence along south property line.
Board Comment: Same with Improvement Location Permit obtained within one year.
4. Case Number: 76-UV1-16
File is unavailable.
5. Case Number: 81-V2-88
Location: 7209 Pendleton Pike
Proposed Use: Gas Station
Staff Comment: Recommends denial because a pole sign currently exists and is poor with respect to traffic safety.
Board Comment: Ground sign must be 15' from right-of-way. Improvement Location Permit must be obtained within one year.
6. Case Number: 83-UV2-115
Location: 3970 Sadlier Drive
Proposed Use: Sign assembly and sales
Staff Comment: Strongly recommends denial because the site cannot adequately support the intensity of the proposed use.
Board Comment: All loading must be on the west side; all outside storage limited to the southwest; variance expires January 17, 1988; and Improvement Location Permits must be obtained within one year.

7. Case Number: 85-LV-2
Location: 7326 Pendleton Pike
Proposed Use: Outside trailer rental
Staff Comment: Limit of 29 trailers and 3 trucks; pump islands, fuel tanks, light pole bases should be removed; the curb cut closest to Hartman should be closed; six feet landscaping should be along south and east property line; and 40' transitional yard should be on the north side with fence.
Board Comment: Must remove canopy and fence to west property line.
8. Case Number: 85-LV-5
File is unavailable.
9. Case Number: 85-LV-15
Location: 8014 East 45th
Proposed Use: Residence and Commercial
Staff Comment: Recommends denial because minimum setback is less than 10'.
Board Comment: Must obtain Improvement Location Permit within one year.
10. Case Number: 86-LV-7
Location: 8401 Pendleton Pike
Proposed Use: Bank
Staff Comment: Recommends denial until only a small ground sign is proposed.
Board Comment: I.L.P. must be obtained within one year.
11. Case Number: 86-LV-10
Location: 8014 East 45th
Proposed Use: Residence and Commercial
Staff Comment: Recommends approval with 90 degree parking layout.
Board Comment: Must have 90 degree parking and Improvement Location Permit must be obtained within one year.
12. Case Number: 86-LV-16
Location: 8304 Pendleton Pike
Proposed Use: Paint store building
Staff Comment: Recommends approval subject to commitments of rezoning petition 86-Z-183.
Board Comment: I. L. P. must be obtained within one year.

13. Case Number: 86-LV-21
Location: 5045 North Post Road
Proposed Use: Continued operation of a taxicab terminal.
Staff Comment: Recommends approval with prohibition of inoperable vehicle storage; the outdoor parking area shall be enclosed by a solid fence; all off-street parking shall be hardsurfaced and striped; outdoor repair shall be prohibited and I. L. P. must be obtained within 30 days.
Board Comment: Same as staff comment with gravel area in back to be treated to limit dust, and large tree in front should be retained, if possible.
14. Case Number: 86-LV-25
Location: 8024 Pendleton Pike
Proposed Use: Reduction in minimum parking requirements.
Staff Comment: Strongly recommends denial: 1) Manufacturing of garage doors is not permitted in a C-5 zoning district; 2) off-street parking or maneuvering within the right-of-way; 3) paved parking does not exist currently and, 4) the use and value of surrounding properties will be adversely effected.
Board Comment: 1) Sixty-five parking spaces must be provided; 2) entrance and exit must be clearly marked; 3) paving, landscaping and sidewalks must be completed by October 31, 1987 and, 4) petitioner must consult DPW regarding proper drainage.

PENDLETON PIKE CORRIDOR PLAN
REZONINGS 1973 - 1986

1. Case Number: 73-Z-132
Location: 4320 Sellers Street
Original Zoning: I-2-S
Requested Zoning: C-2
Proposed Use: Motel
Staff Comment: Recommends approval.
Board Comment: Cleanouts must be installed at the high ends of the sewer lines.
2. Case Number: 74-Z-175
Location: 7424 Pendleton Pike
Original Zoning: C-4 and D-3
Requested Zoning: C-6
Proposed Use: Motel with service station
Staff Comment: Recommends denial because the residences west and north need to be protected.
Board Comment: Property is subject to 12' dedication on the south at Pendleton Pike. 6' screen must be on north property line.
3. Case Number: 78-Z-43
Location: 7401 Pendleton Pike
Original Zoning: D-5
Requested Zoning: C-3
Proposed Use: Golden Bear Restaurant
Staff Comment: Recommends approval with transitional yard on east property line.
Board Comment: Must dedicate right-of-way.
4. Case Number: 78-Z-121
Location: 7701 East 42nd Street
Original Zoning: C-2
Requested Zoning: C-5
Proposed Use: Sheraton Motor Inn
Staff Comment: No comments on file.
Board Comment: City-County Council failed to schedule for public hearing. It was therefore adopted.
5. Case Number: 83-Z-126
Location: 7259 Pendleton Pike
Original Zoning: D-5
Requested Zoning: C-4
Proposed Use: Restaurant with beverage service.
Staff Comment: Recommends approval with dedication of right-of-way.
Board Comment: Must install 6' landscape strips along Pendleton Pike and Kercheval.

6. Case Number: 85-Z-31
Location: 7131 Pendleton Pike
Original Zoning: D-5
Requested Zoning: C-4
Proposed Use: A 4th pump island and canopy
Staff Comment: Recommends approval.
Board Comment: City-County Council failed to schedule for public hearing. It was therefore adopted.
7. Case Number: 85-Z-150
Location: 4450 and 4455 McCoy Street
Original Zoning: C-5 and D-5
Requested Zoning: SU-9
Proposed Use: Lawrence City Hall
Staff Comment: Recommends approval.
Board Comment: City-County Council failed to schedule for public hearing. It was therefore adopted.
8. Case Number: 86-Z-32
Location: 4440 McCoy Street
Original Zoning: C-5
Requested Zoning: SU-9
Proposed Use: Fire Station
Staff Comment: Recommends approval.
Board Comment: City-County Council failed to schedule for public hearing. It was therefore adopted.
9. Case Number: 86-2-183
Location: 8304 Pendleton Pike
Original Zoning: D-5
Requested Zoning: C-3
Proposed Use: Retail Store
Staff Comment: Recommends approval.
Board Comment: City-County Council failed to schedule public hearing. It was therefore adopted.

INFORMATION

Tract 3306

	1960 of total	(%)	1970 of total	(%)	1980 of total	(%)	% Change 1960 - 1970 of whole #'s	% Change 1970 - 1980 of whole #'s	% Change 1960 - 1980 of whole #'s
1. Total Population	4953		5872		5704		19%	-3%	15%
a. Male	2453	50%	2845	48%	2695	47%	16%	-5%	10%
b. Female	2500	50%	3027	52%	3009	53%	21%	-1%	20%
c. Under 5 years	906	18%	553	9%	360	6%	-39%	-35%	-60%
d. 5-19 years	1555	31%	2104	36%	1346	24%	35%	-36%	-13%
e. 20-59 years	2328	47%	2999	51%	3515	62%	29%	17%	51%
f. 60-64 years	61	1%	74	1%	207	4%	21%	180%	239%
g. 65 and older	103	2%	142	2%	276	5%	38%	94%	168%
h. White	4945	99%	5827	99%	5554	99%	18%	-5%	12%
i. Black	1	.0002%	26	.004%	39	.006%	2500%	50%	3800%
j. Single Males	188	14%	475	25%	586	28%	153%	23%	212%
k. Married Males	1145	85%	1390	73%	1344	65%	21%	-3%	17%
l. Divorced Males	14	1%	28	1%	147	7%	100%	425%	950%
Total Males In Group	1347		1893		2077		41%	10%	54%
m. Single Females	135	10%	434	22%	567	26%	221%	31%	320%
n. Married Females	1165	87%	1444	73%	1349	61%	24%	-7%	16%
o. Divorced Fem.	33	2%	95	5%	292	13%	188%	207%	785%
Total Females In Group	1333		1973		2208		48%	12%	66%
2. Housing Units									
a. Total Units	1222		1607		2203		32%	37%	80%
b. Owner Occupied	933	76%	1146	71%	1357	62%	23%	18%	45%
c. Renter Occupied	289	24%	461	29%	846	38%	60%	84%	193%
3. Households									
a. Total Househlds	1222		1607		2203		32%	37%	80%
b. Persons per Household	4.05		3.65		2.59				
4. Income									
a. Median Income	\$7,417		\$12,119		\$21,888				
5. Education Completed (25 yrs. of age and older)									
a. 0-11 Years	762	34%	992	36%	818	24%	30%	-18%	7%
b. High School	977	43%	1206	44%	1475	44%	23%	22%	51%
c. College (1 or more yrs.)	535	24%	533	20%	1065	32%	0%	100%	99%

INFORMATION

Tract 3307

	1960 (%) of total	1970 (%) of total	1980 (%) of total	% Change 1960 - 1970 of whole #'s	% Change 1970 - 1980 of whole #'s	% Change 1960 - 1980 of whole #'s
1. Total Population	2907	4419	4996	52%	13%	72%
a. Male	1448	2174	2451	50%	13%	69%
b. Female	1459	2245	2545	54%	13%	74%
c. Under 5 years	459	486	418	6%	-14%	-9%
d. 5-19 years	854	1012	985	19%	-3%	15%
e. 20-59 years	1447	2590	2957	79%	14%	104%
f. 60-64 years	55	140	232	155%	66%	322%
g. 65 and older	92	191	404	108%	112%	339%
h. White	2889	4389	4815	52%	10%	67%
i. Black	1	6	114	500%	1800%	11300%
j. Single Males	125	296	416	137%	41%	233%
k. Married Males	706	1229	1154	74%	-6%	63%
l. Divorced Males	17	69	274	306%	297%	1512%
Total Males In Group	848	1594	1838	88%	15%	117%
m. Single Females	104	212	318	104%	50%	206%
n. Married Females	727	1245	1146	71%	-8%	58%
o. Divorced Fem.	38	114	324	200%	184%	753%
Total Females In Group	869	1571	1178	81%	-25%	36%
2. Housing Units						
a. Total Units	840	1640	2208	95%	35%	163%
b. Owner Occupied	711	1190	1616	67%	36%	127%
c. Renter Occupied	129	450	592	249%	32%	359%
3. Households						
a. Total Househlds	840	1640	2208	95%	35%	163%
b. Persons per Household	3.46	2.69	2.26			
4. Income						
a. Median Income	\$6,726	\$10,024	\$17,233			
5. Education Completed (25 yrs. of age and older)						
a. 0-11 Years	660	1204	1104	82%	-8%	67%
b. High School	493	750	1330	52%	77%	170%
c. College (1 or more yrs.)	248	292	510	18%	75%	106%

Place 3308.01
Combined with 3308.02

C3.

INFORMATION		1960 (%)	1970 (%)	1980 (%)	% Change 1960 - 1970 of whole #'s	% Change 1970 - 1980 of whole #'s	% Change 1960 - 1980 of whole #'s
Lawrence Township							
1.	Total Population	34305	66296	75860	93%	14%	121%
a.	Male	17756	33345	36941	52%	88%	108%
b.	Female	16649	32952	38916	49%	98%	134%
c.	Under 5 years	5351	6473	5920	16%	21%	11%
d.	5-19 years	9842	21170	19588	29%	115%	99%
e.	20-59 years	17652	34279	44235	51%	94%	151%
f.	60-64 years	545	1368	2205	2%	151%	305%
g.	65 and older	1015	2006	3912	3%	98%	285%
h.	White	34047	65100	59762	99%	91%	76%
i.	Black	264	883	14641	1%	234%	5446%
j.	Single Males	2500	6225	7916	23%	149%	217%
k.	Married Males	8432	16259	16902	76%	93%	100%
l.	Divorced Males	170	483	2024	2%	184%	1091%
	Total Males In Group	11102	22967	26842		17%	142%
m.	Single Females	1209	4617	7170	12%	282%	493%
n.	Married Females	8270	16602	16627	85%	61%	101%
o.	Divorced Fem.	226	1129	3455	2%	400%	1429%
	Total Females In Group	9705	22348	27252		130%	181%
2.	Housing Units						
a.	Total Units	8786	19219	27186		119%	209%
b.	Owner Occupied	7306	12889	15747	83%	76%	116%
c.	Renter Occupied	1480	6330	11439	17%	328%	673%
3.	Households						
a.	Total Househlds	8790	19219	27186		119%	209%
b.	Persons per Household	NA	NA	2.72		41%	
4.	Income						
a.	Median Income	NA	NA	\$23,304			
5.	Education Completed (25 yrs. of age and older)						
a.	0-11 Years	5077	8461	7882	32%	67%	55%
b.	High School	6528	12490	16419	41%	91%	152%
c.	College (1 or more yrs.)	4358	10561	17459	27%	142%	301%

INFORMATION

Marion County

	1960 of total	(%)	1970 of total	(%)	1980 of total	(%)	% Change 1960 - 1970 of whole #'s	% Change 1970 - 1980 of whole #'s	% Change 1960 - 1980 of whole #'s
1. Total Population	698168		792299		765233		13%	-3%	10%
a. Male	334238	48%	379655	48%	364199	48%	14%	-4%	9%
b. Female	361596	52%	412644	52%	401034	52%	14%	-3%	11%
c. Under 5 years	84931	12%	70867	9%	57075	7%	-17%	-19%	-33%
d. 5-19 years	180462	26%	238095	30%	186967	24%	32%	-21%	4%
e. 20-59 years	345199	49%	383714	48%	409179	53%	11%	7%	19%
f. 60-64 years	27249	4%	31485	4%	32714	4%	16%	4%	20%
g. 65 and older	59194	8%	68138	9%	79298	10%	15%	16%	34%
h. White	596835	86%	655283	83%	601092	92%	10%	-8%	1%
i. Black	99912	14%	134486	17%	153310	8%	35%	14%	53%
j. Single Males	46989	21%	67786	26%	79962	30%	44%	18%	70%
k. Married Males	166933	76%	180834	70%	160013	61%	8%	-12%	-4%
l. Divorced Males	7067	3%	11277	4%	22969	9%	60%	104%	225%
Total Males In Group	220989		259897		262944		18%	1%	19%
m. Single Females	44032	20%	63789	24%	74638	28%	45%	17%	70%
n. Married Females	168841	78%	184285	69%	159642	59%	9%	-13%	-5%
o. Divorced Fem.	2523	1%	19914	7%	35484	13%	689%	78%	1306%
Total Females In Group	215396		267988		269764		24%	1%	25%
2. Housing Units									
a. Total Units	211798		251522		285092		19%	13%	35%
b. Owner Occupied	136064	64%	154941	62%	168539	59%	14%	9%	24%
c. Renter Occupied	75734	36%	96581	38%	116553	41%	28%	21%	54%
3. Households									
a. Total Households.	211798		257522		285092		22%	11%	35%
b. Persons per Household	3.23		3.09		2.63				
4. Income									
a. Median Income	\$6,609		\$10,819		\$17,400				
5. Education Completed (25 yrs. of age and older)									
a. 0-11 Years	211788	54%	187324	45%	144440	33%	-12%	-23%	-32%
b. High School	106910	27%	139866	33%	163470	37%	31%	17%	53%
c. College (1 or more yrs.)	71122	18%	92348	22%	136146	31%	30%	47%	91%

PENDLETON PIKE BUSINESS SURVEY

The Indianapolis Division of Planning, in conjunction with the City of Lawrence and the Pendleton Pike Planning Committee, is asking for your assistance in the analysis of business needs and concerns in your area. The information you provide will enable us to more accurately determine the strengths and weaknesses within the Pendleton Pike area.

Please complete the survey and mail it back to the Division of Planning. Your cooperation is greatly appreciated.

If you have any questions about the survey, contact the Division of Planning at 236-5121.

1. Type of business.
☐ Retail ☐ Wholesale ☐ Manufacturing ☐ Office
a. If retail, is business an auto-related activity?
☐ Yes ☐ No
2. Is this business part of a franchise? ☐ Yes ☐ No
3. Length at present location.
☐ Less than 3 years ☐ 5 to 10 years
☐ 3 to 5 years ☐ 10 to 20 years
☐ 20 + years
4. Which of the following was the single most important factor to you in choosing this location?
☐ Cost of space available ☐ Sales potential due to
☐ Good interstate access ☐ traffic volume
☐ Access to site ☐ Sales potential due to sur-
☐ Size or type of space ☐ rounding neighborhoods
available ☐ Other _____
5. a. Which of the following do you see as most detrimental to your business?
☐ Adult entertainment facilities
☐ Lack of parking
☐ Access to site
☐ Commercial building in disrepair
☐ Crime
☐ High traffic volume
☐ Low traffic volume
☐ Other _____
6. Including yourself, how many employees work here?
☐ Full time (35+ hours) ☐ Part time (less than
35 hours)
7. How many square feet does your building occupy?
_____ sq. ft.
8. Are you purchasing or renting your building?
☐ Purchase ☐ Rent ☐ Own Outright
a. If respondent rents: Is the building managed/owned by a
firm or individual in Marion County?
☐ Yes ☐ No

9. How old is the building in which your business is located?
 ___ Less than 5 years old ___ 10-20 years old
 ___ 5-10 years old ___ 20-30 years old
 ___ Over 30 years old
10. Have you or the building owner made any of the following improvements to your building or site in the past five years?
 (X = "yes")
 ___ New roof ___ Paint--exterior or interior
 ___ Wiring ___ Landscaping
 ___ Plumbing ___ Parking
11. Do you plan to make any of the following improvements to your building or site in the next two years?
 ___ No plans to improve
 ___ Roof
 ___ Wiring/plumbing
 ___ Parking
 ___ Paint-exterior
 ___ Paint-interior
 ___ Landscaping
 ___ Other _____
12. Do you plan to expand your business in the next 2 years?
 ___ Yes ___ No
 ___ At this location
 ___ At another location
13. Would you rehabilitate your business if matching funds were available (the amount you spend for rehabilitation is matched by another source)?
 ___ Yes ___ No
14. What effect does your present location have on your decision to improve, expand or relocate your business?

15. How would you finance any improvement, expansion, or relocation plans you have? (Check all that apply.)
 ___ Conventional loan from financial institution
 ___ Loan from U.S. Small Business Administration
 ___ Parent company
 ___ Reinvest profits
 ___ Finance with personal funds
 ___ Investment partnership
 ___ Other _____

16. How do you judge the future for your business?
____Optimistic (Anticipate increased sales volume)
____Neutral (Anticipate unchanged sales volume)
____Pessimistic (Anticipate reduced sales volume)
17. How do you judge credit availability for your business?
____Very Good ____Good ____Adequate ____Poor
18. Has your building or site been the subject of vandalism, burglary, or an armed robbery in the past 3 years?
____Yes ____No
19. Do you see the incidence of crime increasing or decreasing in the area?
____Increasing ____About the same
____Decreasing ____No opinion
20. What are the 3 most important improvements which you think would encourage more people to use the Pendleton Pike area? Please rank choices 1 - 3, with 1 being the most important.
- | | |
|-------------------------|-------------------------------|
| ____Improved lighting | ____Crime control |
| ____Landscaping | ____More curb and median cuts |
| ____Building renovation | ____Less sign clutter |
| ____Improved drainage | ____Widening roadway |
| ____Street resurfacing | ____Railroad crossing upgrade |
| ____Off-street parking | |
21. Have you completed a market study for your business in the past 3 years?
____Yes ____No
22. Where do most customers of your business come from (check only one)?
____Immediate neighborhood (i.e., 1 mile radius)
____3 mile radius
____All Marion County
____Traffic moving through the area.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Name of Business _____

Address _____

Comments: _____

Mailing Instructions:

1. Fold survey so the Business Reply is on the exterior.
2. Staple or tape along edge to close.

PENDLETON PIKE BUSINESS SURVEY RESULTS

- 120 surveys were mailed to businesses on Pendleton Pike.
- 7 surveys were not received due to the business no longer operating in that location.
- 28 businesses completed the survey and returned it to the Division of Planning.

Therefore, approximately 25% of those who received the Pendleton Pike Business Survey completed and returned it. This is considered a good rate of return for a voluntary survey.

The specific survey results are as follows:

<u>Question</u>	<u>Results</u>
1.	78% said their business was retail, of which 64% said auto-related. 13% said they were an office 6% said wholesale 3% said manufacturing
2.	83% said they were not part of a franchise. 17% said they were part of a franchise.
3.	28% said they had been there over 20 years. 24% said they had been there 3 to 5 years. 23% said they had been there 10 to 20 years. 16% said they had been there 5 to 10 years. 16% said they had been there less than 3 years.
4.	32% said the most important factor in choosing their location was traffic volume. 17% said the most important factor was access to their site. 12% said cost of space available. 12% said good interstate access. 10% said potential due to surrounding neighborhoods. 7% said size of space available.
5.	24% said that access to their site was the most detrimental to their business. 20% said adult entertainment facilities was the most detrimental. 16% said commercial buildings in disrepair. 16% said lack of parking. 14% said low traffic volume. 5% said high traffic volume. 5% said crime was most detrimental.

6. When asked about the number of full-time and part-time employees:
 - Full time employees ranged from 1 to 40.
 - Part time employees ranged from 1 to 16.
7. When asked about how many square feet their building occupies:

The range was from 950 to 78,000.
8. 52% said they were renting their building.
24% said they were purchasing.
24% said they owned their building outright.
9. 41% said their buildings were 20 to 30 years old.
22% said 10 to 20 years old.
19% said over 30 years old.
11% said 4 to 10 years old.
7% said less than 5 years old.
10. 32% of the buildings have new paint.
17% have installed new roofing in the past 5 years.
17% have new landscaping.
17% have improved their parking.
10% have new wiring.
7% have new plumbing.
11. 25% plan to improve their properties with new landscaping.
19% plan to paint the exterior of their building.
17% plan to paint their interior.
17% plan parking improvements
8% plan to install a new roof.
8% have no plans to improve their building site in the next 2 years.
4% plan new wiring.
4% plan to make other improvements.
12. 50% plan to expand their business in the next 2 years; 60% of those plan expansion at that location and 40% at another location.
13. 65% said they would rehabilitate their business if matching funds were available.
35% said they would not rehabilitate.
14. Most businesses enjoyed a profitable location. However, traffic flow and congestion was said to be a problem.

15. 38% said they would finance any improvement with a conventional loan.
31% said they would reinvest profits.
15% said they would use personal funds.
13% said they would get funds from their parent company.
3% said from Small Business Administration loan.
16. 85% judged the future of their business as optimistic.
11% judged no change for the future of their business.
4% Judged the future of their business as pessimistic.
17. 60% judged their credit availability as very good.
24% judged their credit availability as good.
8% judged it as adequate .
8% judged it as poor.
18. 60% said their site had not experienced criminal activity.
40% said their site had experienced some form of criminal activity, ranging from vandalism to armed robbery, in the past three years.
19. 60% believe the incidence of crime is stabilized.
20% believe the incidence of crime is increasing.
16% had no opinion regarding the incidence of crime.
4% believe the incidence of crime is decreasing.
20. 23% said that street resurfacing would be the most important improvement to encourage more people to use the Pendleton Pike area.
23% said that widening the roadway would be the most important improvement..
18% said less sign clutter.
14% said building renovation.
10% said more crime control.
6% said landscaping.
6% said more curb and median cuts.
4% said improved lighting.
21. 74% said they had not completed a market study for their business in the past 3 years.
26% said they had completed a market study.
22. 44% said that their customers come from all of Marion County.
30% said their customers come from a 3 mile radius.
14% said from the immediate neighborhood.
12% said most of their customers result from traffic moving through the area.

Some of the survey respondents wrote other comments. These comments are as follows:

1. Traffic light on Pendleton Pike to McCoy would be useful. General cleanup of area needs to be completed with slower speed limits in the entire area.
2. The area could easily continue to improve.
3. If a center median is installed on Pendleton Pike, we will move our business. We find that center medians are very detrimental to businesses and other locations without medians are available.
4. I hope this becomes a concentrated effort; we would do our part. Thank you. There should be cleanup of the roadway. Dirt, bottles and cans are left alongside the roadway from year to year. We would help in any effort put forth to clean the appearance.
5. My location is good for my business.
6. City of Lawrence is beginning to deteriorate. Too many bars, etc. need cleaning up. We have lived in Lawrence for 35 years and our business has been here for 22 years.
7. I would like to see curbs and sidewalks on main area of Pendleton Pike.
8. It would be fine if an elevated walk-over could be installed over Pendleton Pike where 42nd Street converges at the intersection. Pedestrians are endangered when trying to cross in this high-traffic area.
9.
 - A. Adequate turn lanes would help very much like East Washington in the 7000 block.
 - B. Traffic control, such as a stop light for 46th and Pendleton Pike.
 - C. A center lane limited to left turns only is needed on Pendleton Pike.
 - D. Center islands are not desired because they limit access to properties.
10. Please make a fifth lane in the middle for safe turning and entering of cars without stopping the traffic flow. Please do not build a concrete dividing lane, only paint. Concrete will kill all little businesses along the Pike. Also, a walkway on the south side would help very much.

11. I feel the Lawrence area has improved and will be improving even more in the near future. Traffic control is a major problem as is the electrical utilities, especially after a thunderstorm.
12. Being in this business and being open 24 hours a day, I know from what I hear and see that there is a high incidence of narcotics in this area. I think it should be curtailed more than it is.

PENDLETON PIKE CORRIDOR PLAN
SYNOPSIS OF EXISTING ZONING

- C-2 High Intensity Office-Apartment District
 Central Business District
 peripheral use, inner city "uptown" location, adjacent
 to a regional shopping center or planned community, or
 along a few suitable arterial streets
- C-3 Neighborhood Commercial District
 Permits a complete range of retail sales, personal,
 professional and business service uses for a neigh-
 borhood
- C-4 Community-Regional Commercial District
 Permits major business groupings and regional shopping
 centers and permits limited outdoor activities
- C-5 General Commercial District
 Characterized by commercial uses with outdoor opera-
 tions which should be grouped on heavy commercial thor-
 oughfares and should never be located adjacent to resi-
 dential districts
- C-6 Thoroughfare Service District
 Permits gas stations, motels and restaurants relating
 to freeway interchanges or other controlled access loca-
 tions along major arterial thoroughfares
- C-7 High Intensity Commercial District
 Permits retail commercial uses which have unusually
 incompatible features relative to other commercial uses
 and which should be located on major commercial
 arterial thoroughfares.
- I2U Light Industrial Urban District
 -- Applicable to older industrial districts in the
 central city and provides for the use of shallow
 lots
 -- Light industrial which may serve as a buffer zone
 between residential and heavy industrial areas
- I3U Medium Industrial Urban District
 Intermediate district located away from residential
 areas and buffered by lighter industrial districts
- I2S Light Industrial Suburban District
 Light industrial which may serve as a buffer zone
 between residential and heavy industrial areas

- D-5 Location: Urban developed areas. Areas of medium-high density single-family with urban services and utilities. Smallest single-family lot size permitted. Attachment to public or semi-public water and sanitary facilities mandatory. Two-family dwellings permitted on corner lots only.
- D-6 Located in suburban areas. Single-family cluster development, or low-density multi-family use. Proximity to major thoroughfares, sewers, school and park facilities is necessary.
- D-7 Medium-density multi-family located throughout the metropolitan area and associated with primary traffic generators. Requires superior street access and public facilities.
- SU-9 A Special Use District
Buildings and grounds used by any Department of Town, City, Township, County, State or Federal Government.

PERMITTED USES IN COMMERCIAL ZONING DISTRICTS

	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-1D
Accessory, Convenience									
Retail Sales and Services									
in Offices and Apartments		X*							
Accounting, Auditing, and									
Bookkeeping Services	X	X	X	X	X	X		X	
Advertising Services	X	X	X	X	X	X		X	
Adult Bookstore					X(SE)*	X(SE)*		X(SE)*	
Adult Theatre (amusement					X(SE)*	X(SE)*		X(SE)*	
recreation, entertainment)									
Air Conditioner Sales &					X	X		X	
Service (window type)									
Air Conditioner Sales &									X
Service (central type)									
Alcohol - Package Liquor									
Store			X*		X*	X*		X*	
Alignment, wheel						X		X	
Ambulance Service						X		X	
Amusement Arcade					X(SE)*	X(SE)*		X(SE)*	
Animal Hospital					X	X		X	
Antique Store			X	X	X	X		X	
Apartment Hotels						X	X	X	
Apartments (attached or									
detached multi-fam. dwell)		X							
Apparel Shop			X	X	X	X		X	
Appliance Sales and									
Service - Major					X	X		X	
Appliance Sales and									
Service - Small			X	X	X	X		X	X
Archery						X		X	
Architectural Offices	X	X	X	X	X	X		X	
Art School					X	X		X	
Arts and Crafts Studio			X	X	X	X		X	
Athletic Club					X	X		X	
Auctions (and Auctioneer)						X		X	
Auditoriums	X	X	X	X	X	X		X	
Auto and Tire Center					X*	X*		X*	
Auto Paint Shop						X*		X*	
Auto Parts Sales					X*	X		X	
Auto Rental						X		X	
Auto Repair Garage									
(including transmission,									
painting and radiator						X*		X*	
Auto Rustproofing					X*	X*		X*	
Auto Sales, new or used,					X*	X*		X*	
service and repairs									
Auto Storage of new or									
used vehicles									X
Auto Trailer Rental								X	
Auto Wash (automatic)					X*	X*		X*	
Awning Contractors									X
Bait and Tackle Shop			X	X	X		X		
Bakery (retail)			X	X	X		X		
Ballrooms (public)					X		X		
Banks	X	X	X	X	X	X		X	
Barber School					X	X		X	
Beauty Shop			X	X	X	X		X	

	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-ID
Bicycle Sales, Service and/or repair (conducted within enclosed buildings)						X*		X*	
Bicycle Store			X	X	X	X		X	
Billiard Parlor					X	X		X	
Blue Printing					X	X		X	
Boat Sales and Service and Storage								X	
Body Shop - Auto						X*		X*	
Bottled Gas Storage and Distribution									X
Bowling Alley					X	X		X	
Brokerage Firms	X	X	X	X	X	X		X	
Building Contractors									X
Building Materials - Retail (outside storage)									X
Building Materials - Retail (no outside storage)					X	X		X	
Bus Garagin & Maintenance								X	
Bus Sales, New or Used, Service and Repair								X	
Business Office	X	X	X	X	X	X		X	
Candle Shop			X	X	X	X		X	
Car Wash (completely indoors, self-service automatic or semi-autom.)					X*	X*		X*	
Card Shop			X	X	X	X		X	
Carpet Sales			X		X	X		X	
Catering Service						X		X	
Cemetery Monuments & Tombstones								X	
Ceramic Shop			X	X	X	X		X	
Charitable Institution									
Donation Pick-up Station			X	X	X	X		X	
Christmas Tree Sales (Temporary seasonal use)					X*	X*		X*	
Civic Club	X	X	X	X	X	X		X	
Clerical School	X	X	X	X	X	X		X	
Club Rooms					X	X		X	
Commercial Amusement (or entertainment or recreation) - Indoor					X	X		X	
Commercial Parking Lots and Structures					X	X		X	
Commissary and similar									
Retail Food Preparation						X		X	
Community Center	X	X	X	X	X	X		X	
Community Shopping Center (90,000-275,000 sq ft gfa)					X	X		X	
Condominium		X							
Construction Company									X
Consumer Services Office	X	X	X	X	X	X		X	
Contractors (i.e., painting, decorating, roofing, awnings, etc)									X
Convalescent (Homes)	X	X							

	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-10
Correspondence School	X	X	X	X	X	X		X	
Crating and Packaging Serv									X
Credit Service	X	X	X	X	X	X		X	
Custard Stand					X*	X*		X*	
Custom Glass Fabrication and Installation								X	
Dairy Products - Retail			X	X	X	X		X	
Dance Hall					X	X		X	
Dance School or Studio (instruct. purposes only)					X	X		X	
Data process. or analysis	X	X	X	X	X	X		X	
Day Nursery	X	X							
Decoration Contractor									X
Delicatessen			X	X	X	X		X	
Dental Clinic & Laboratory	X	X	X	X	X	X		X	
Dental Office	X	X	X	X	X	X		X	
Department Store					X	X		X	
Disco					X	X		X	
Discount Store					X	X		X	
Disinfection and Extermin- ation service contractor									X
Distributor									X
Doctor's Office	X	X	X	X	X	X		X	
Dog Grooming			X	X	X	X		X	
Dog Training or Schooling (No boarding)			X	X	X	X		X	
Dressmaking Shop			X	X	X	X		X	
Drive-In Restaurant					X*	X*	X*	X*	
Drive-In Theatre						X		X	
Driving Range - Golf						X		X	
Drug Addiction Counseling Office	X	X	X	X	X	X		X	
Drug Medical Stations (Clinic)	X	X	X	X	X	X		X	
Drug Store			X	X	X	X		X	
Dry Cleaning (self-serv.)			X	X	X	X		X	
Dry Cleaning Pick-up Station			X	X	X	X		X	
Dry Cleaning Plant									X
Dry Goods Store			X	X	X	X		X	
Educational Institution	X	X	X	X	X	X		X	
Electrical Contractor									X
Electrical Supplies (retail sales)			X	X	X	X		X	
Engineering Office, Professional	X	X	X	X	X	X		X	
Equipment Rental, both heavy and light								X	
Extermination and Disin- fection Service Contractor									X
Fabric Store			X	X	X	X		X	
Farm Equipment Sales and Service								X	
Firing Range (indoors)					X	X		X	
Flea Market (indoor)					X	X		X	
Flea Market (outdoor)						X		X	

[illegible]

[illegible]

	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-ID
Music School					X	X		X	
Music Store (Including records, instruments)			X	X	X	X		X	
Neighborhood Shopping Comp.			X		X	X		X	
Newspaper Publishing & Printing					X	X		X	
Newspaper Substation, Distribution			X		X	X		X	
Night Club					X	X		X	
Nursery Plant (seasonal) Sales					X*	X		X	
Nursery School	X	X							
Nursing Homes	X	X							
Obedience School (no boarding)			X	X	X	X		X	
Office Supplies			X	X	X	X		X	
Office Use or Complex	X	X	X	X	X	X		X	
Off-Street Parking Lots					X	X		X	
Oil Storage & Distribution									X
Optical Goods (sales and service)			X	X	X	X		X	
Optometrist	X	X	X	X	X	X		X	
Outdoor Food or Beverage Sales					X*	X*	X	X*	
Outdoor Storage								X*	X*
Packing & Crating Service									X
Paint and Wallpaper Store			X	X	X	X		X	
Paint (Auto) Shop						X*		X*	
Painting Contractor									X
Parking Lots & Structures (Commercial)					X	X		X	
Personal Serv. Establishm.			X	X	X	X		X	
Pest Control Contractor									X
Pet Shop			X	X	X	X		X	
Pharmacy			X	X	X	X		X	
Photocopying					X	X		X	
Photographic Studio			X	X	X	X		X	
Photographic Supplies			X	X	X	X		X	
Photography School					X	X		X	
Physicians Office	X	X	X	X	X	X		X	
Plant Sales (Temporary Seasonal Use)					X*	X		X	
Plumbing Contractor									X
Plumbing, sales and Service					X	X		X	
Post Office			X*		X*	X		X	
Printing Establishment					X	X		X	
Private Club					X	X		X	
Produce Stand					X*	X		X	
Produce Terminal									X
Professional Business Schl	X	X	X	X	X	X		X	
Propane Gas Storage and Distribution									X
Radiator (Auto) Repair Shop						X*		X*	

[illegible]

	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-ID
Storage of Heavy Equipment - indoor									X
Storage of Heavy Equipment - outdoor									X
Storage of Trucks - indoor									X
Storage of Trucks - outdoor									X
Storage Contractor									X
Surgical Supply Firm			X		X	X		X	
Swimming Pool Sales and Outdoor Display								X	
Tailor			X	X	X	X		X	
Tavern			X*		X*	X*		X*	
Television Service			X	X	X	X		X	
Television Studio and Office (only)	X	X	X	X	X	X		X	
Tennis Facility - indoor					X	X		X	
Testing Laboratory									X
Theatre - Indoor					X	X		X	
Theatre - outdoor						X		X	
Tire and Office Service Center					X*	X*		X*	
Tire Recapping									X
Tombstone - including engraving								X	
Tool Rental						X		X	
Tractor (over the road) Sales & Service								X	
Trade School					X	X			
Trading Stamp Service			X	X	X	X		X	
Trailer and Farm Equipment Sales and Service								X	
Trampoline Center						X		X	
Transfer Establishment									X
Transmission Repair Shop						X*		X*	
Travel Trailer Sales and Rental								X	
Truck Cleaning, Service, Repair and Rental								X	
Truck (over 1/2 ton) Sales and Service								X	
Truck (1/2 ton or less) Sales & Repair, New/Used					X*	X		X	
Truck Storage - Indoor								X	X
Truck Storage - Outdoor								X	X
Typesetting					X	X		X	
Uniform Clothing Store			X	X	X	X		X	
Upholsterer, Furniture Repair									X
Upholstering Shop									X
Union Hall, (office and assembly room)	X	X	X	X	X	X		X	
U-Haul Trailer Rental								X	
Variety Store			X	X	X	X		X	
Veterinarian					X	X		X	
Veteran's Club					X	X		X	
Wallpaper and Paint Store			X	X	X	X		X	

	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-1D
Warehouse & Distribution Operation (enclosed in a Building)									X
Wearing Apparel and Accessory Store			X	X	X	X		X	
Wheel Alignment (auto)					X*	X*		X*	
Wholesaler									X
Window Contractor									X
Wrecker Service - Incidental Towing Only			X		X	X		X	X

*The asterisk denotes that the particular use is permitted in the district only under certain conditions and reference should be made to the appropriate ordinance for details of those conditions.

Anytime "(SE)" is denoted on the list, it is an indication that this particular use is permitted in this district only by grant of Special Exception by the board of zoning appeals.

PENDLETON PIKE PLANNING COMMITTEE

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City of Lawrence

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Lawrence Economic Development Commission
Ms. Shelly Bush, Secretary
Lawrence Economic Development Commission
Mr. George Callahan
Lawrence City Council
Mr. George Keller
Lawrence City Council
Ms. JoRita Stevens
Lawrence Variance Board

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Hubert Bragdon	David Oder
Debbie Cafaro	Mary Pelkey
Edward Gardner	James Scott
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Scott Kiley	Thom Walton
Larry King	Mark Zainey
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Chris Moore	



ADMINISTRATION AND POLICY DIRECTION

William H. Hudnut, III, Mayor

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Beverly Mukes-Gaither (AL)	William Schneider (3)
Julius F. Shaw (AL)	Betty Stewart (12)

DEPARTMENT OF METROPOLITAN DEVELOPMENT

M. D. Higbee, Director

DIVISION OF PLANNING

Stuart Reller, Administrator

David Kingen, Deputy Administrator
Gregory J. Ewing, Neighborhood Planner
(Planner in charge)
Robert H. Wilch, Principal Planner
James Stout, Principal Planner
Michael Peoni, Senior Planner
Steven Lains, Transportation Planner
Terry Killen, Intern

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Phil Pettit, Superintendent	John Chambers, Designer
John Roberts, Draftsman	Darrell Walton, Draftsman
Ken Percy, Printing Supervisor	

SECRETARIES

Charity Livingston	Kathy Jackley
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